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OCTOBER 18, 1954

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silverware that means beautiful patterns (be sure to see new, daringly different *South Seas*). Your jeweler is waiting to show you all six Community patterns—tell you, too, about Community's famous "Overlay" of pure silver. Thanks to Community's pleasant young prices (dinner services for 8 from \$59.75), you can have *all* your silver—right from the start. Community*...the finest silverplate.



Christmas suggestion to Dad—Community makes the best wedding gift of all for the youngsters. And it's a grand idea for Mother's Christmas, too! She'll love the fresh look a new pattern will give to her table.

Community's new idea
in silverware design

*South Seas**

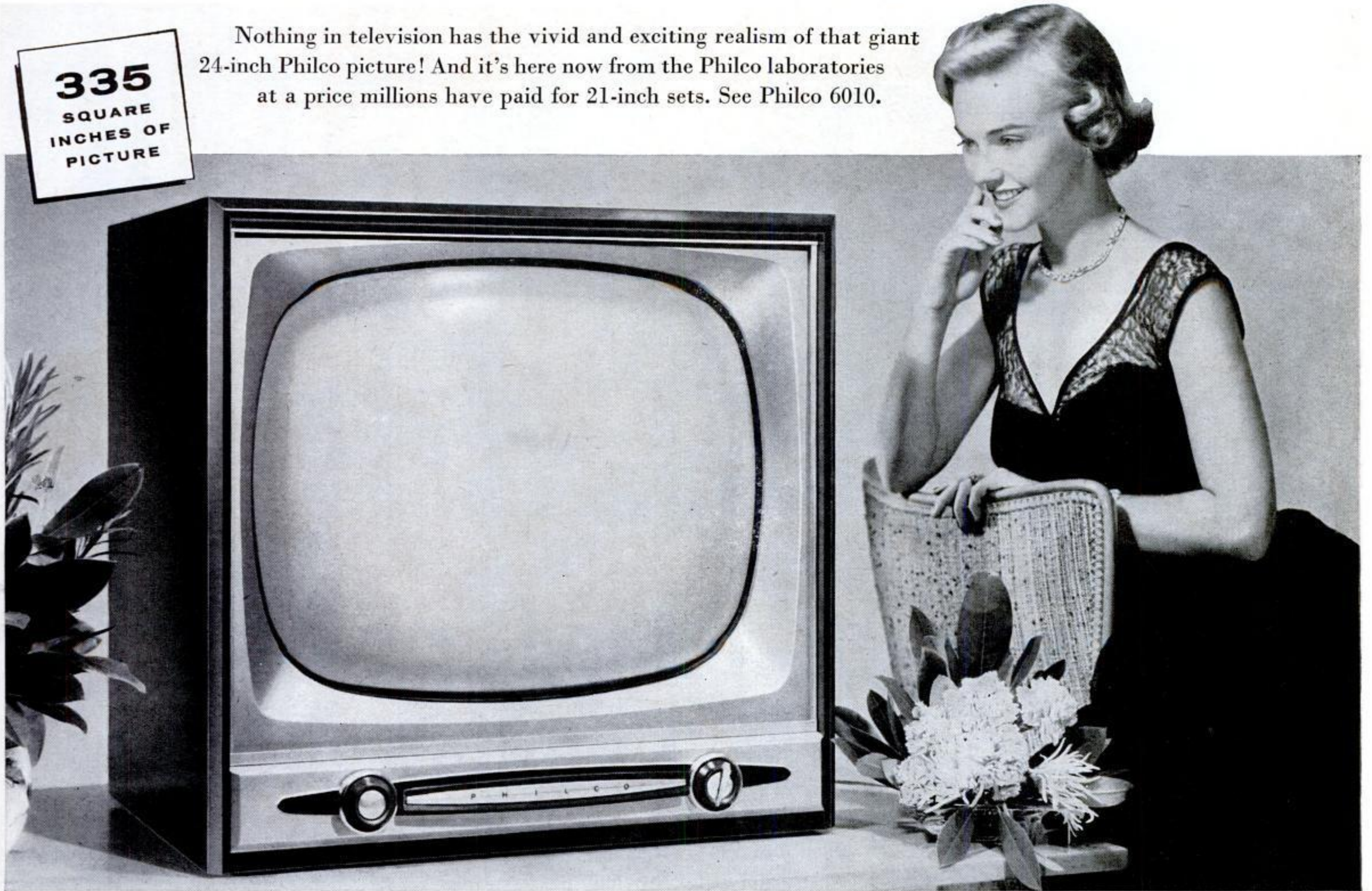


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Big, brilliant 24-inch **PHILCO** now at a 21-inch price!

335
SQUARE
INCHES OF
PICTURE

Nothing in television has the vivid and exciting realism of that giant 24-inch Philco picture! And it's here now from the Philco laboratories at a price millions have paid for 21-inch sets. See Philco 6010.



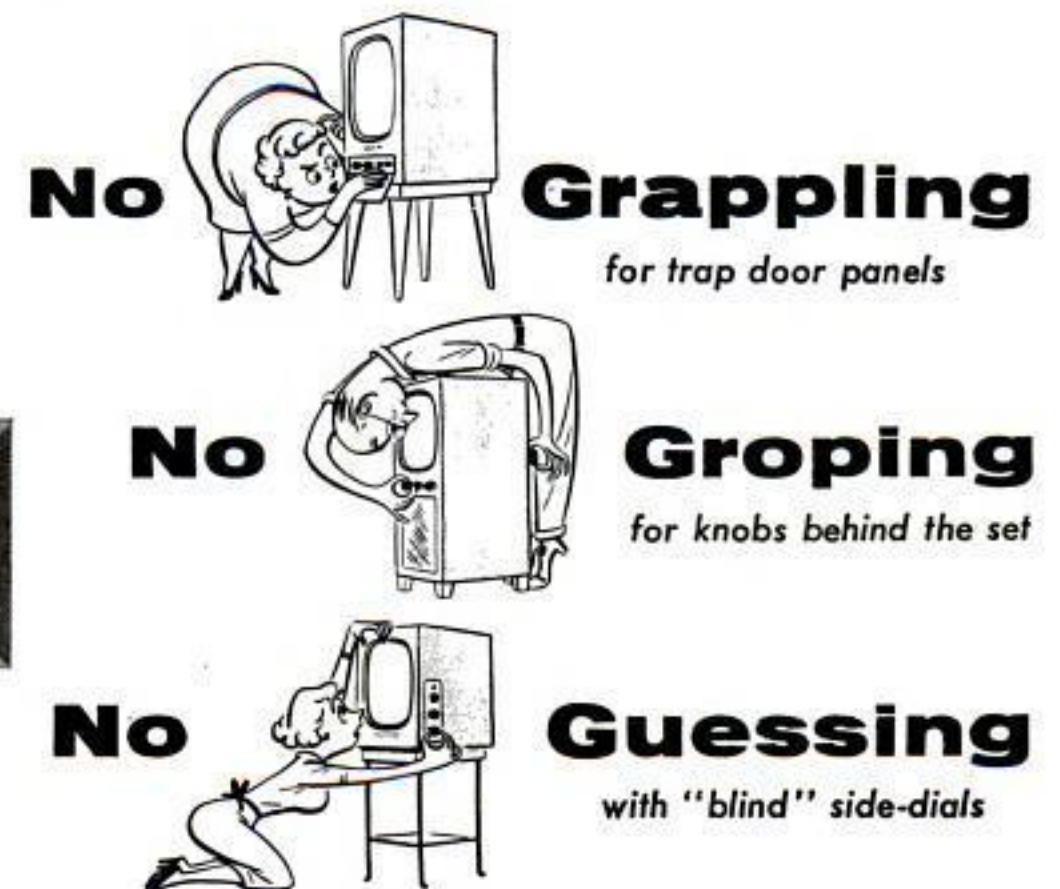
Presenting the amazing new Philco

FINGER TIP TUNING SYSTEM



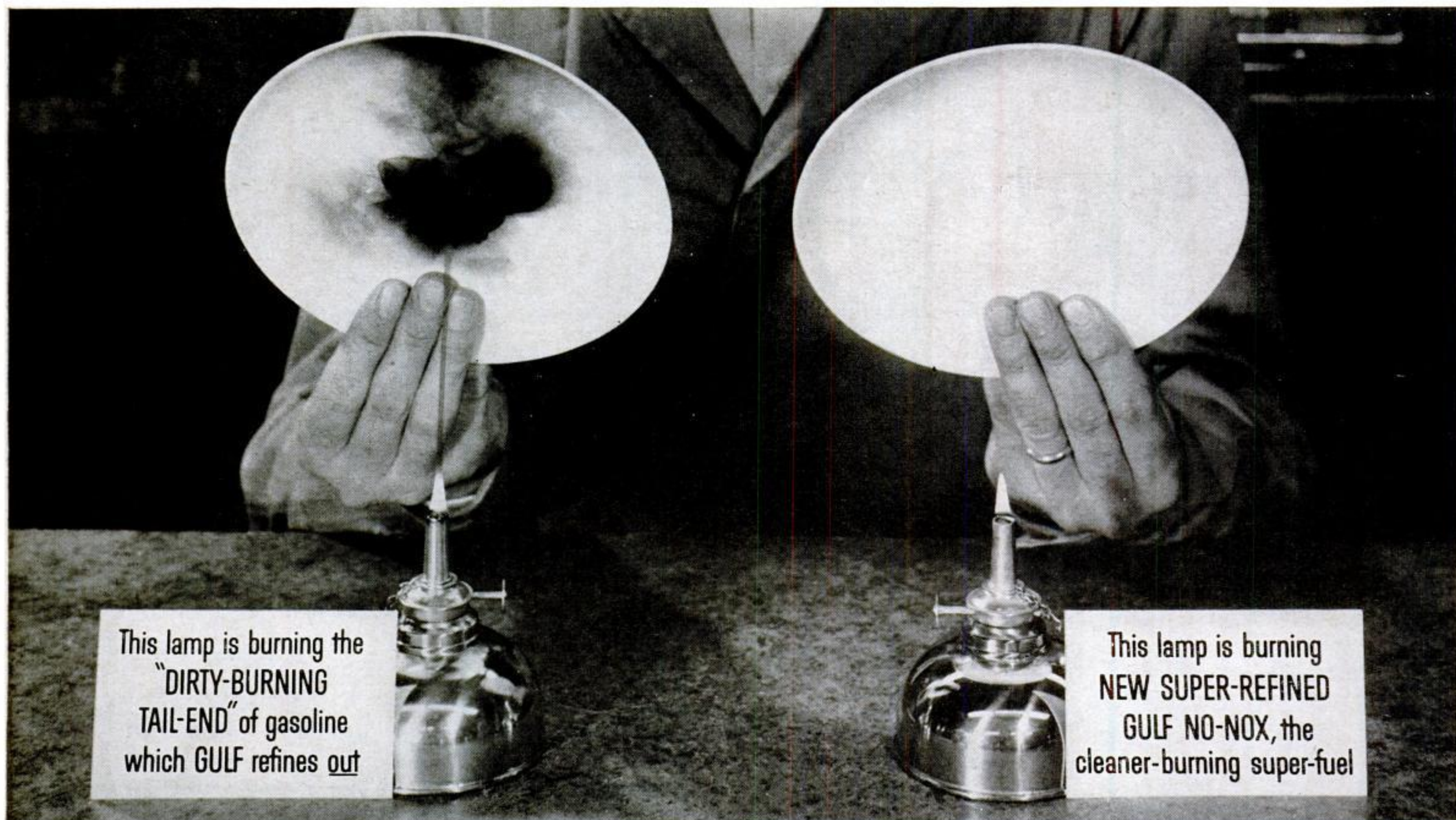
New Philco 24-inch Television gives you the biggest picture bonus in history. And featured in every exciting new Philco model is a revolutionary Finger Tip Tuning System. No more struggles with awkward, unsightly tuning gadgets. On your new Philco only 2 controls are visible, yet *all* controls are right up front—at your finger tips. World's

simplest, most accurate tuning for the finest picture in television—on all channels, both UHF and VHF. In up to 9 out of 10 areas the Philco Built-In Aerial is all you need—just plug in and play. And only Philco is factory-engineered for quick, 3-minute conversion to the finest UHF. Trade in now for a new Custom-styled Philco, sensationally priced!



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Philco Factory Supervised Service, industry's largest organization of factory-trained TV specialists . . . available through your dealer. Philco Replacement Tubes improve performance of any TV or radio receiver. Specifications subject to change without notice.



This lamp is burning the
"DIRTY-BURNING
TAIL-END" of gasoline
which GULF refines out

This lamp is burning
NEW SUPER-REFINED
GULF NO-NOX, the
cleaner-burning super-fuel

Instead of trying to fight deposits with so-called "miracle-additives"—*inside your engine*—Gulf believes in preventing them from forming in the first place. So Gulf

refines out the "dirty-burning tail-end" of gasoline—more than a cupful in every gallon. Photo (above) shows what a difference Gulf super refining makes.

New super-refined gasoline solves today's No.1 engine problem!



Now—Gulf refines out the "dirty-burning tail-end" of gasoline—the No. 1 troublemaker in high-compression engines. Result: a cleaner-burning super-fuel that gives you thousands of extra miles of full engine power . . . free from knock or pre-ignition.

Starting with your first tankful . . . you'll get these *immediate* and *lasting* benefits:

More complete engine protection than from so-called "miracle-additive" gasolines. Why? Because Gulf refines *out* the No. 1 troublemaker in gasoline (the "dirty-burning tail-end") and treats new NO-NOX to give it a *complete range of protective properties*.

Extra gas mileage. Why? Because new NO-NOX is *specially blended* for the short-trip, stop-and-go driving motorists do most.

No knock, no pre-ignition. Why? Because the anti-knock power of new NO-NOX has been stepped up to an all-time high.

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Road tests show: New Gulf NO-NOX actually makes cars run better than new! After 15,000 miles per car, these Gulf test cars showed: Better-than-new *horsepower*! Better-than-new on *gasoline mileage*! And not a single trace of carbon knock or pre-ignition at any time, even on steep mountain grades!

New Gulf No-Nox

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LETTERS TO THE EDITORS



"BENTHOSAURUS" LOOKS LIKE FISH "LIFE" PICTURED AT 7,000 FEET

VERTICAL VOYAGE

Sirs:

It might seem strange that one could recognize an old acquaintance in the deep sea! Yet the extraordinary deep-sea fish pictured in "A Vertical Voyage to the Bottom of the Sea" (LIFE, Sept. 27) struck me as somehow familiar.

Here is a drawing of a Benthosaurus, a foot-long specimen caught years ago in a deep-sea trawl by a Norwegian research vessel. The lowest ray of the tail fin and those of the paired pelvic fins are remarkably drawn out into the long stiff rods seen in LIFE's photograph. Whether these long rays are used only to stand on is a good question. One of this deep-sea lizard fish's relatives has long fin rays that look more like feelers than props so perhaps its long rays also are used to probe for food in the ooze of the ocean floor.

TALBOT H. WATERMAN

Yale University
New Haven, Conn.

NIAGARA OF NICKELS

Sirs:

Re "Great Luck for Marge and Chuck" (LIFE, Sept. 27), it cost every sender 3¢ postage to send that nickel and Marge and Chuck are going to pay at least 1¢ of that nickel for income tax. No wonder a nickel won't buy anything nowadays; it costs 4¢ to even give it away.

LE VERLE W. GROEZINGER

Elizabeth, Ill.

- Although most radio-TV prizes are taxable, Mrs. Deibel will not have to pay since she did nothing—like answering a quiz question—to win.—ED.

Sirs:

Don't you think it would be impolite for them not to write and thank individually each gracious person for sending donations?

ROBERT K. BRACKNEY

Marietta, Ga.

Sirs:

What happened to all of those pretty stamps on the mail they got? I am a United States stamp collector and thinking of 100,000 plus stamps on cover is driving me nuts!

J. M. HATHAWAY

Dallas, Texas

- Local philatelists have latched onto the envelopes, but no rarities have shown up. Total receipts now are \$8,100 with letter rate down to 200 or 300 per day.—ED.

CINERAMA IN DAMASCUS

Sirs:

It was a rare pleasure to see that you took the time and space to salute a hard-working and resourceful U.S.

Information Service officer—i.e., Harris Peel in Damascus ("Cinerama in Damascus," LIFE, Sept. 27). Usually the USIS is belabored by venomous criticism—not only from the Reds but from Congress and the U.S. press.

JOAN J. RUINE

Columbus, Ohio

Sirs:

Both your article "Fair Face for Soviet" (LIFE, Sept. 27) and accompanying editorial concerning the Izmir international trade fair stated that the U.S. was not represented. That statement is not quite accurate.

On the second day of the fair the U.S. was represented by the United States Air Force Band. On a goodwill tour of Europe, the Near East and North Africa, the band performed a superlative concert before an audience of 20,000 people while the remaining 50,000 present at the fair heard the program by means of an amplification system. One member of the Turkish cabinet said that the band was the "greatest exhibit of the fair."

M/SGT. MICHAEL R. MUDRE

The United States Air Force Band
Washington, D.C.

ARE COMMUNISTS PEOPLE?

Sirs:

Congratulations to LIFE magazine for its perspective in the timely editorial, "Are Communists People?" (LIFE, Sept. 27). That the Humphrey Act accomplishes nothing constructive and at the same time carries one step further the assault on our civil liberties is bad enough, but that such surrender of principle should now be initiated by the political opportunism of erstwhile liberals is appalling. . . .

RONALD P. WERTHEIM

Washington, D.C.

Sirs:

You say no two individual Communists are any more identical than other members of the human race. I disagree. Yes they are identical in that there is no good in any Communist.

A. K. TURNER

Bristol, Va.

Sirs:

From the beginning of time men have mistakenly resorted to the total annihilation of political force—the Humphrey bill is a current example; the treatment of Hitler's forces is another—only to find upon achieving the objective that another and more distasteful force had gained power.

KARL HAARTZ

Andover, Mass.

HOW TRIBE ARRIVED

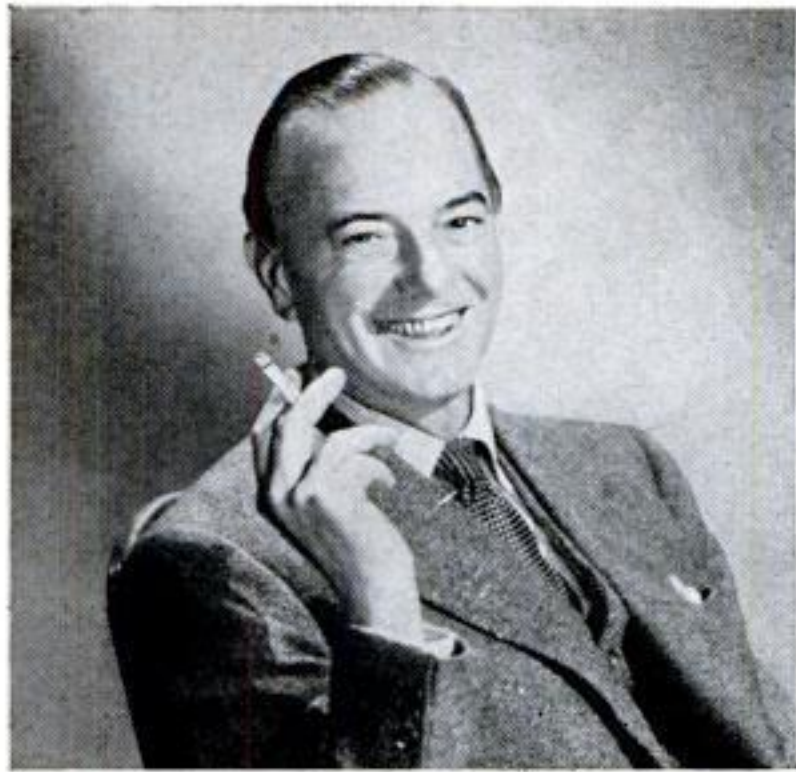
Sirs:

I suggest you have Mr. Greenberg who wrote "How We Got into the Series" (LIFE, Sept. 27) write another article on "How We Lost to the Giants."

W. W. SEVERANCE

Louisville, Ky.

CONTINUED ON PAGE 6



Maurice Evans, Stage and Screen: "My doctor suggested this filter. I recommend it to you as the *best*."



Dorothy Kilgallen, Columnist: "There's nothing *like* L&M's filter. Gives you more flavor, too."



John Robert Powers: "I'm convinced L&M's Miracle Tip is the ultimate in filters."

THIS IS IT!

L&M KING SIZE

AND REGULAR



Filmdom's Diana Lynn: "This is, without doubt, the best filter cigarette of them all."



Christine Linn (Mrs. Charles Evans Hughes 3rd): "The perfect filter... what a delightful smoke you get!"



Russell Patterson, Illustrator: "At last, a filter that really works... in a cigarette with plenty of flavor!"

Yes It's the **FILTER** that Counts—
and L&M has the Best!

L&M is sweeping the country...a smash success, overnight! No cigarette ever went so far so fast, because no filter compares with L&M's exclusive miracle tip for quality or effectiveness.

From L&M you get much more flavor, much less nicotine... a light and mild

smoke. And you enjoy all this in king-size or regular, both at the same low price.

Our statement of quality goes unchallenged. *L&M is America's highest quality and best filter tip cigarette.*

Buy L&Ms—king size or regular—they're just what the doctor ordered.



Mrs. Laddie Sanford: "Marvelous filter—exceptional cigarette! Only wish I'd tried L&M's sooner."

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This One



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Use high-quality Quaker State for super film that's best for your engine

A SUPER FILM! Only an oil of super stability, purity, and protective qualities can produce the super film needed to lubricate modern high-compression engines properly. Quaker State Motor Oil is made to do the job: to provide a stable, long-lasting film that protects as it lubricates, cools as it cleans. Skillfully refined from 100% Pure Pennsylvania Grade Crude Oil, it is the product of 50 years of specialization in automotive lubrication. Economical—goes miles farther!

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LETTERS TO THE EDITORS

CONTINUED

MEDIEVAL RIBALDRY

Sirs:

Having seen many misericord seats in England, I was interested in the article "Ribaldry in Medieval Churches" (LIFE, Sept. 27).

I feel that you are mistaken as to the location and purpose of these seats. You say they are under pews, but I never have seen them except in the choir of monastery churches where the choir was of course monks. I was always told that they were to prevent the monks from going to sleep during the service, not as you say for "invalids . . . and even the clergy."

GEORGE B. RANDALL

Fort Myers, Fla.

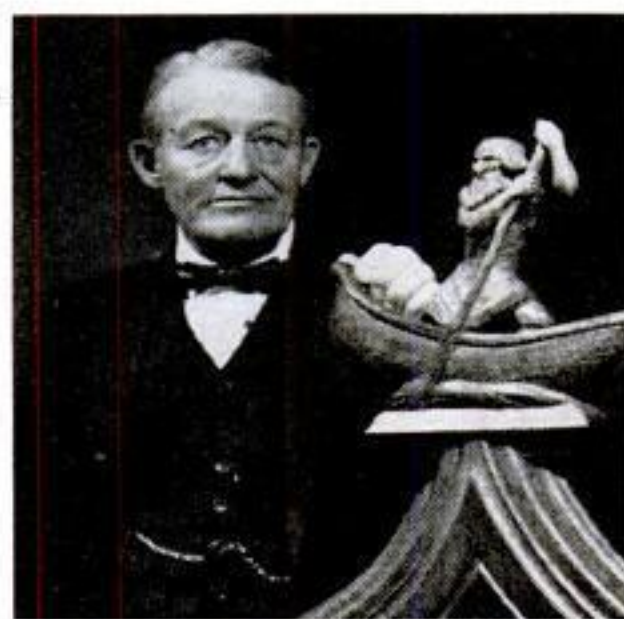
● It is true that the misericords are found only in the choir. They were designed to give support to clerics who were required to stand during most of the Mass but were allowed to lean on the up-ended seats.—ED.

Sirs:

You say that the carvings in Trinity College Chapel were done by "a Boston firm." They actually were the work of John Gregory Wiggins of Pomfret, Conn., one of the great independent wood carvers of our day. Although his works of art are scattered through the churches and schools along the Eastern seaboard, the Trinity Chapel is perhaps the greatest monument to his talent.

ELIOT T. PUTNAM

Dedham, Mass.



WIGGINS AND "CHARON"

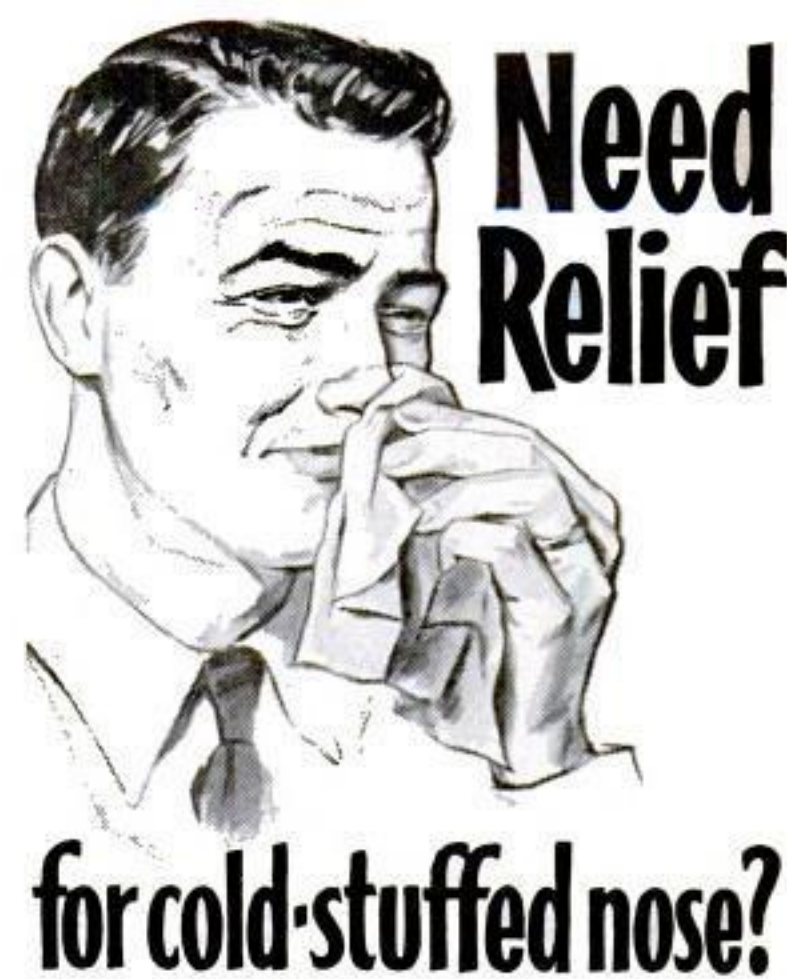
● The ones LIFE showed were designed by Donald Robb and executed by Hiram Hughes. Mr. Wiggins did most of the rest.—ED.

CONTINUED ON PAGE 8

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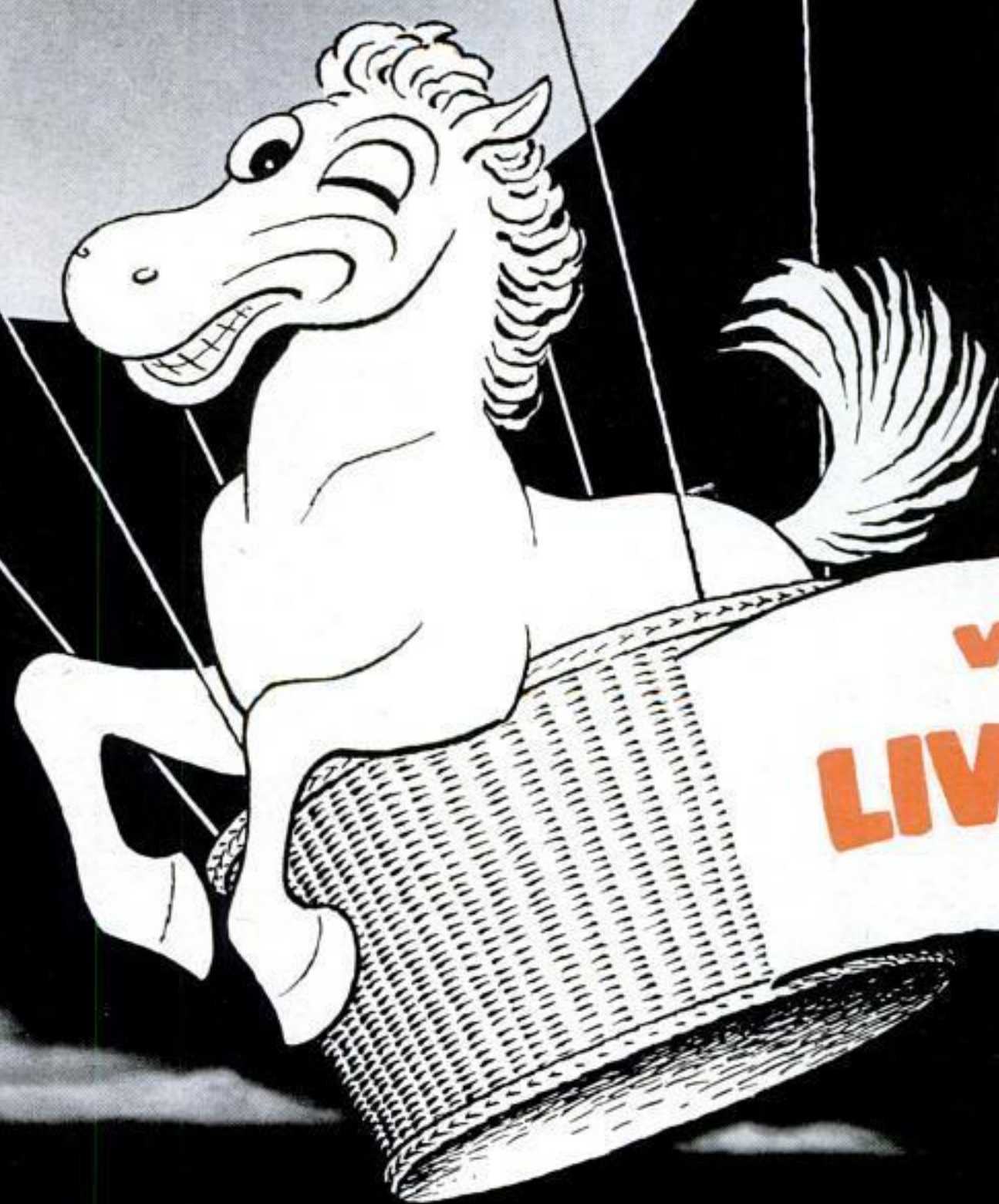
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This recessed thin "hot-tip" skirts, but
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AC SPARK PLUG DIVISION
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If you've seen a horse travel by balloon before, don't bother to read any farther. You know what we're going to say! Actually, putting Sparky in a balloon is just our way of telling you that with new AC Spark Plugs in your car, "Up goes horsepower!"

AC engineers have designed special features into a spark plug to handle today's lively engines and lively gasolines. And

the results speak for themselves both in the laboratory and on the road—through the full range of your car's performance. *Up to 10% more power! Gas savings of as much as one gallon in ten!*

If your car has traveled 10,000 miles or more since your last plug change, go right down to your nearest Registered AC Dealer. Ask him for a new set of lively ACs.

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LETTERS TO THE EDITORS

CONTINUED

Sirs:

We at the Washington Cathedral, which has been under construction for 45 years and is only half finished, don't have "ribaldry" in our ornamental carvings but we do have whimsy, thanks to Joseph Ratti, 68, our chief stone carver.

He gets some ideas out of comic books but mostly out of his head. Ratti has immortalized two of his colleagues—a stone setter and a boss carpenter—in carvings high up in the pinnacles. Here is James G. Smith, the carpenter, and his portrait.

JEAN SPEISER

Washington, D.C.



MR. SMITH AND PORTRAIT

A WORLD IN A CITY

Sirs:

In your "A World in a City" (LIFE, Sept. 27), a review of the way Washington diplomats live, one sees a life as stereotyped as classic ballet. One wonders that any realistic appraisal of international cooperation could come out of such an environment.

E. R. POLK

San Antonio, Texas

NEW PARTY GAME

Sirs:

The "New Party Game" (LIFE, Sept. 27) seemed a bit unfair. It gives the impression that it takes prehensile tongues to dislodge the nickel. Since I hate to see one class set apart in this great country, you have forced me to develop an alternate method. Simply chew rapidly. The vibrations will usually dislodge the nickel before the tongue can be brought into play. The mouth should be closed of course; otherwise the nickel might fall in.

STEPHEN A. KALLIS JR.

Winchester, Mass.

Sirs:

By muscle-twitching I can dislodge it 10 times in three minutes.

F. ROBERT JOHNSTON

Hollywood, Calif.

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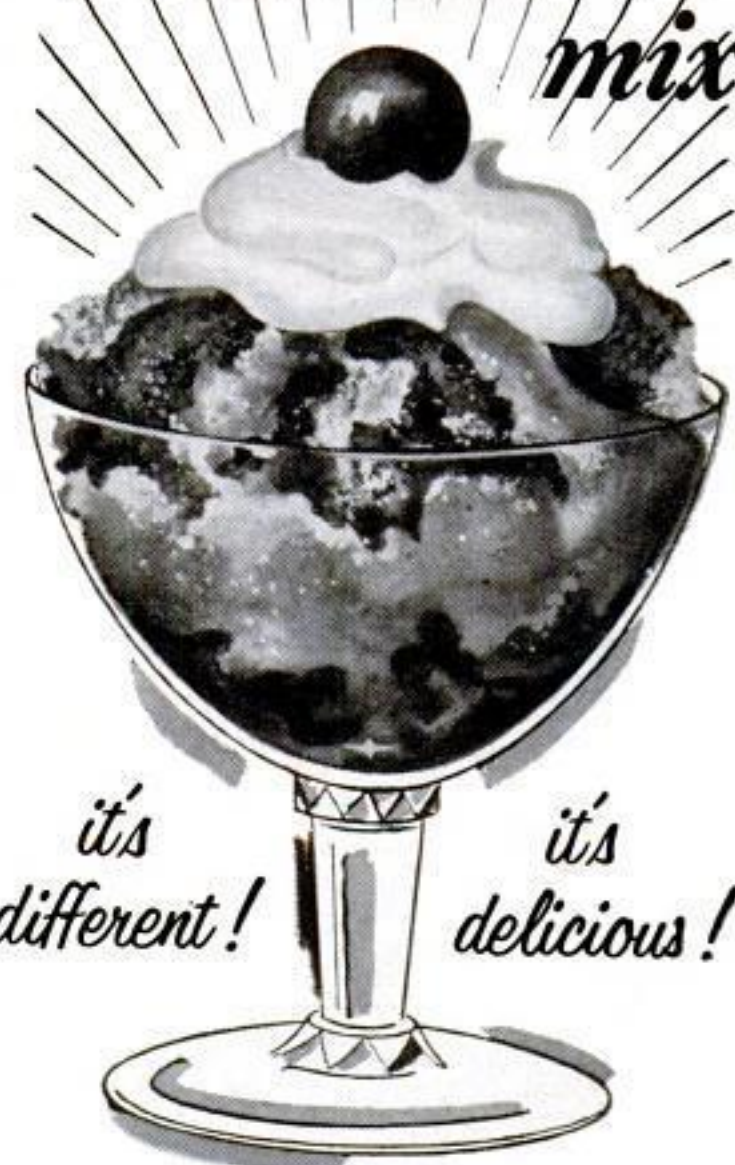
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It's so new—it's hard to describe. Just pour WATER right on top of the batter. Bake for only 20 minutes and presto! You finish up with cake on top and underneath, a rich, creamy sauce with a flavor that's out of this world! Kids love it. Three flavors—Chocolate, Vanilla, or Caramel Pecan.



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Includes can of blueberries,
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PY-O-MY
Coffee Cake Mix
Makes coffee cake,
rolls, raised dough-
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PY-O-MY
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Delicious choco-
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fudge cakes. Kids
love 'em!

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A complete Swank wardrobe.
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elegantly set against a rich
black background.



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\$5.00

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Here's another, different Franco-American triumph—Macaroni with cheese sauce

HAVE YOU discovered this delicious Franco-American Macaroni yet?

It's completely different from famous Franco-American Spaghetti. Some families like the Macaroni even better.

It's cooked with an irresistible *cheese* sauce—instead of the familiar *tomato* sauce you get with the Spaghetti.

Franco-American Macaroni is miraculously quick and easy to prepare. You simply place the contents of the can in a

saucepan and heat it. Or you could follow the excellent example of our photographer: put it in a casserole, cover with buttered bread crumbs, and brown very quickly in your oven.

Nobody in a million years would ever guess that this wasn't real *homemade* macaroni. (Wouldn't you be *proud* to serve it like this?)

Another good point: Franco-American Macaroni is a highly *nutritious* food. Did

you know that one average serving has more *protein* in it than an egg?

The ingredients we use are really fabulous. They include farm butter and milk. Not to mention the cheese, which is a shelf-cured Cheddar, specially selected for Franco-American.

All this, mind you, for about nine cents a serving! We wish we could be there to watch your expression the first time you taste this delectable dish!



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at Du Pont "ZERONE"
REG. U.S. PAT. OFF.
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"I'M TAKING MY CAR IN TODAY before the rush that comes with the first freeze. Why don't you see your dealer too? He'll give your car the careful unhurried service it deserves."



"YOU'LL BE SAFER ON 2 COUNTS. Your dealer will check your car's cooling system completely—tightening up, flushing out—getting rid of rust and sludge that can clog your radiator."



"AND YOU'LL GET COMPLETE PROTECTION against rust, corrosion and freeze-ups. Your dealer will install Du Pont 'Zerone' or 'Zerex'—whichever is better for your needs."



IT'S TIME TO GET YOUR DU PONT ANTI-FREEZE
... for complete anti-freeze and anti-rust
protection all winter long



DU PONT "ZERONE"... America's
economy anti-freeze buy



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

DU PONT "ZEREX"... the one-shot
winter-long anti-freeze

WATCH NORMAN SPER'S FOOTBALL FORECASTS EACH WEEK THIS FALL ON YOUR LOCAL TV STATION

it's time to

change to...

Mc GREGOR ANTI-FREEZE NYLON JACKET

Princeton-knit nylon fleece lining
Just wash it and wear it!

The warmest jacket in the world for its weight! On the outside—Du Pont nylon woven by Travis! On the inside—super-warm Princeton-knit nylon fleece! And nylon-stitched throughout! **\$22⁹⁵**

Fade-resistant! Stain-resistant! Completely washable. For best results use **all** —and wash and dry in a Bendix.

No ironing needed! Shown in white to prove how washable it is. Also available in red, navy, cognac, charcoal, brown, green, black.



It's Du Pont Anti-Freeze Week
—the best time to get your
"Zerone" or "Zerex" anti-freeze!

McGREGOR*

Sportswear
made in U.S.A.

Also for big boys at \$19.95, and for little boys at \$17.95, at better stores everywhere or write McGregor Sportswear, David D. Doniger & Co., Inc., 303 5th Ave., N.Y. 16. *Trademark

IT'S TIME TO CHANGE TO THE McGREGOR ANTI-FREEZE JACKET ... IT'S TIME TO CHA



*Did you see that white **McGREGOR JACKET**
on the preceding page?*

**You can wash and dry this
Jacket and all "Fabulous Fabrics"**

safely . . . automatically in the

**BENDIX
DUOMATIC**

washer-dryer, all-in-one

Hubby says, "Send it to the cleaners."

But you know better!

If you have a Bendix Duomatic, you know that it washes practically everything. That's why it is recommended by McGregor, who makes this smart jacket . . . as well as Princeton Knitting Mills and other leading manufacturers of the fabulous man-made fabrics. And even though it is as gentle as a French laundress, the Bendix Duomatic gets the youngsters' hard-to-wash clothes spanking clean, too!

Just set the dial—your Bendix Duomatic does the rest.

First its action gently lifts your clothes up and down through the water as though you were doing it by hand. Then it fluff 'n tumbles them dry in air as balmy as a June breeze. There's no scorching heat to shrink your clothes or make your room unbearably warm.

All that's left for you is to iron or fold away. If you don't have a Duomatic, don't you think it's time you did?

BENDIX HOME APPLIANCES, Div. AVCO Manufacturing Corp., Cincinnati 25, Ohio

IT'S TIME TO CHANGE TO A BENDIX DUOMATIC . . . IT'S TIME TO CHANGE TO *all* . . . IT'S TIME TO CHANGE TO A BENDIX DUOMATIC



The men who make
miracle fabrics—and the men
who make Bendix—prescribe

all
for cleanest washing

No other soap or detergent can possibly match the washing job that **all's** controlled suds will do for you. **all** doesn't foam into lazy, wasteful suds that float *on top* of the water. Every ounce of **all** goes to work *down in the water* where your clothes are sloshing around.

And during the rinse cycle there is no problem with sticky suds that cling to clothes and leave a dingy film. **all's** controlled suds rinse out instantly and completely.

That's why **all**-washed clothes come out cleaner looking, sweeter smelling and softer feeling.

Men who make automatic washers not only approve but actually prescribe **all** for cleanest washing of any miracle fabric . . . just as they do for all your table and bed linens, for baby's diapers, for youngsters' blue jeans, for your own filmy lingerie.

Get a box of **all** next time you go shopping. Use **all** next time you wash. Monsanto Chemical Co., St. Louis, Missouri.

IT'S TIME TO CHANGE TO **all** . . . IT'S TIME TO CHANGE TO BENDIX DUOMATIC . . . IT'S TIME TO CHANGE TO **all**



"Which" hunt... Iowa style!

It could happen the very next time you walk into a store and see 22—yes 22—delicious Rath Black Hawk "vacuum-packed" Sandwich Meats urging you to be tempted.

Which shall it be? Those pink, corn-fed slices of ham... the pickle and pimento loaf? Or that smooth, smooth bologna? And u-mm-m. Pungent liver cheese!

But wait? What about salami? Why, there are 5 savory "wiches" here alone! And

each is as zesty and spicy and seductive as any you'd find in a pasticceria in Rome.

Are you so strong willed you could settle for just one of these 22 "kitchen-fresh" delicacies, spiced in a way to drive men mad?

We doubt it! But if you can't make up your mind *which*—you can decide *what*. Just pick up Rath Black Hawk. These sandwich meats are sliced and vacuum sealed in plastic to keep them kitchen fresh!

Rath Black Hawk Meats

FINER FLAVOR FROM THE LAND O' CORN

THE RATH PACKING CO., WATERLOO, IOWA



Rath makes over 1000 meat products—but when you try any one it's one in a million.

Christmas Is Today!



The calendar says it isn't. However, it is not too early to plan to give Christmas gifts which are truly flattering and thoughtful because you spent a little of your time on them rather than mere money.

Start today to hand color favorite photographs of everyone's "heart interest"—their family, baby, pet, house, or happy vacation shots.

Buy a set of world famous Marshall's Photo-Oil Colors. Each set contains step-by-step instructions which make photo oil coloring the simplest, most satisfying color thrill of all.

Even though you have had no art training, never hand-colored a photo before, your results will be excitingly beautiful the very first time you try. It's inexpensive and fascinating fun, too.

Remember to have your photographs developed on a non-glossy "matte" surface.

Send 15c for 32-page book, "How To Make Beautiful Color Prints..."

Sets \$1.50 to \$13.95...complete—nothing else to buy.



Marshall's PHOTO-OIL COLORS

At photo dealers, everywhere, or write:
JOHN G. MARSHALL MFG. CO., INC., Dept. 10
167 North 9th Street, Brooklyn 11, N. Y.

NEW! FLYING SCALE MODELS

Have formed balsa fuselage shells!





Skyrocket Kit Sabre Jet Kit

Build beautiful flying models in a jiffy. Pre-formed balsa shells fit together perfectly. Realistic plastic parts, rubber tires, decals, etc. Satisfaction guaranteed. PERFECT GIFTS! At all HOBBY, TOY and DEPARTMENT stores.

ONLY \$1.00 ea.

TOP FLITE

If no dealer near you, order from
TOP FLITE MODELS, 2636 S. Wabash, Chicago 16
Add 25¢ per plane to cover packing and postage.

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For sale by your plumber

STANDARD TANK & SEAT COMPANY

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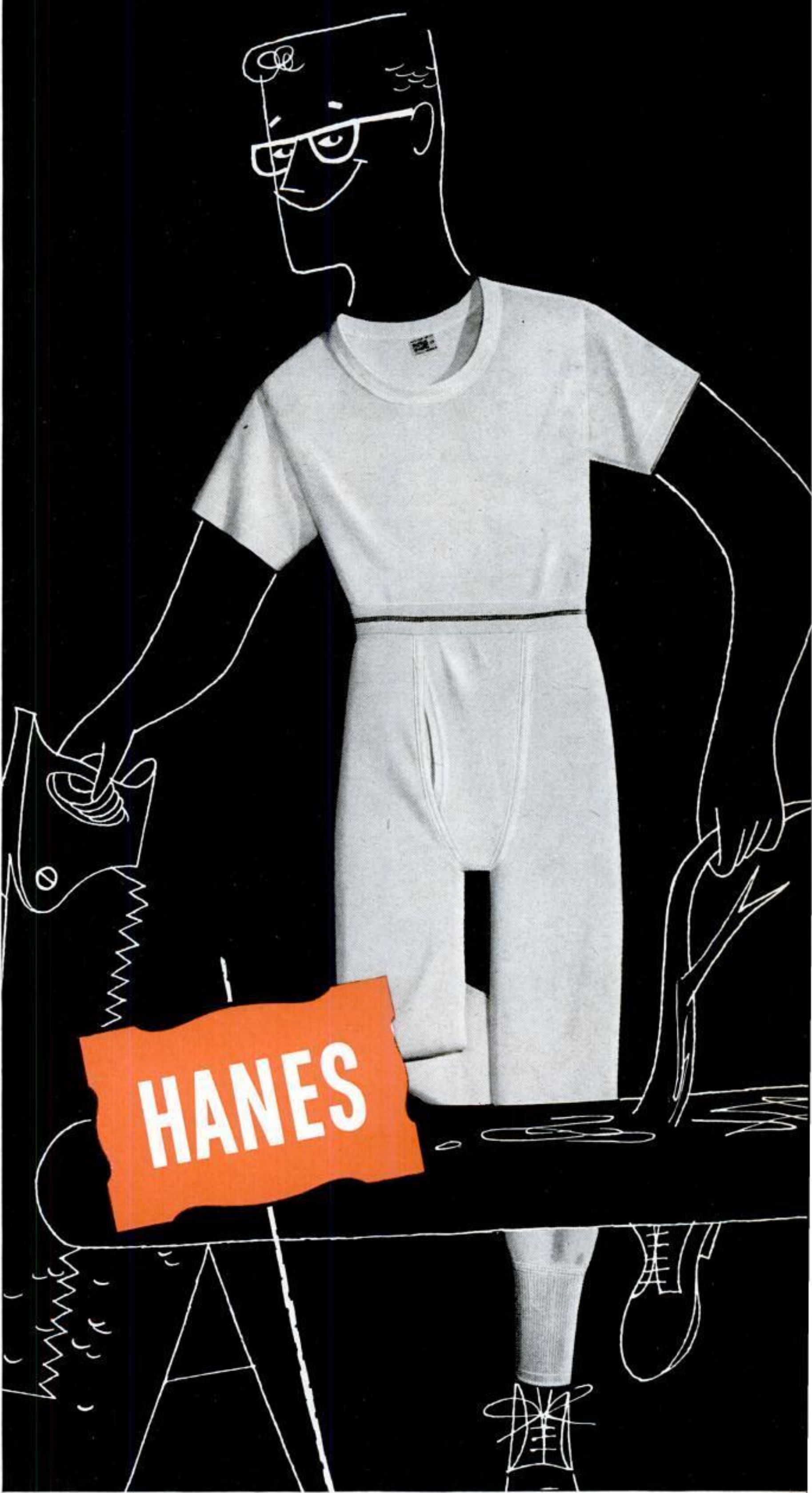
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FOR THE MAN WHO'S NEVER WORN "LONGIES," Hanes Wintersets offer 'tween-weight comfort and protection geared to today's in-and-out living.

Salesmen, golfers, warehousemen, football rooters, truckers and country-weekenders are some of the millions who can ignore drafts and enjoy the fleecy-soft cotton in this all-around underwear. Shrink-resistant to hold size and shape. Heat-resistant elastic keeps waistband "alive."

\$2.98 up (boys' \$2.27 up). To get more than you bargained for in underwear, sportswear, sleepwear, be sure

THE NAME'S **HANES**

P. H. Hanes Knitting Co., Winston-Salem 1, N. C.



AVA SPRAWLS on stomach on a big piece of seamless studio paper as Halsman interrupts quartet's playing of Haydn's *Serenade* to ask an assistant to change direction of light.

SPEAKING OF

...Ava shall have music whenever

When a movie heroine wanted to emote in the silent films, she often insisted on having a violinist off stage making emotional music. When Ava Gardner, in New York for the opening of *The Barefoot Contessa*, was asked by LIFE to sit for a Philippe Halsman portrait, she harked back to the old days and agreed on one condition: that she have music—not just one violin but a whole string quartet. The musicians dutifully turned up at the studio and, in fact, were rehearsing so violently that no one heard the studio doorbell



AVA STOMPS in a wild Flamenco gesture as the string quartet plays Spanish tune. Her style was somewhat cramped by the fact that she had to keep dodging Halsman's lights.



PICTURES . . .

she goes to have her portrait done

when Ava appeared a half hour later to ring it. Also on hand was Photographer Jun Miki, whose job was to report in pictures the progress of the seance. Finally admitted to the studio, Ava heard the band strike up Tarrega's *Aires Nacionales Espagnoles*, shouted "Olé!" and for three and a half hours sang, twirled and cavorted for Halsman's and Miki's cameras. The sitting was held up momentarily when the musicians ran out of Spanish tunes but resumed smoothly when music-lover Ava asked, "Do you boys know any Beethoven?"



AVA MUGS for three Halsman portraits (left, above and below). When asked to look "adorable" she said, "That's what I can't do."

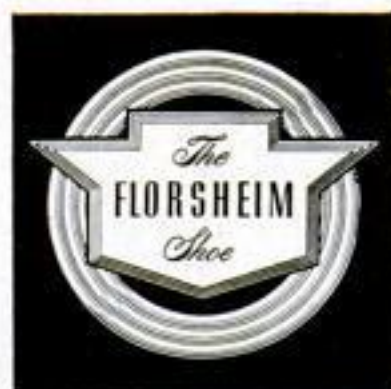


AVA TWIRLS, in bare feet, for Photographer Miki. *Barefoot Contessa*, meanwhile, had its Broadway première, and in spite of mixed reviews was doing land-office business.

FLORSHEIM Style News

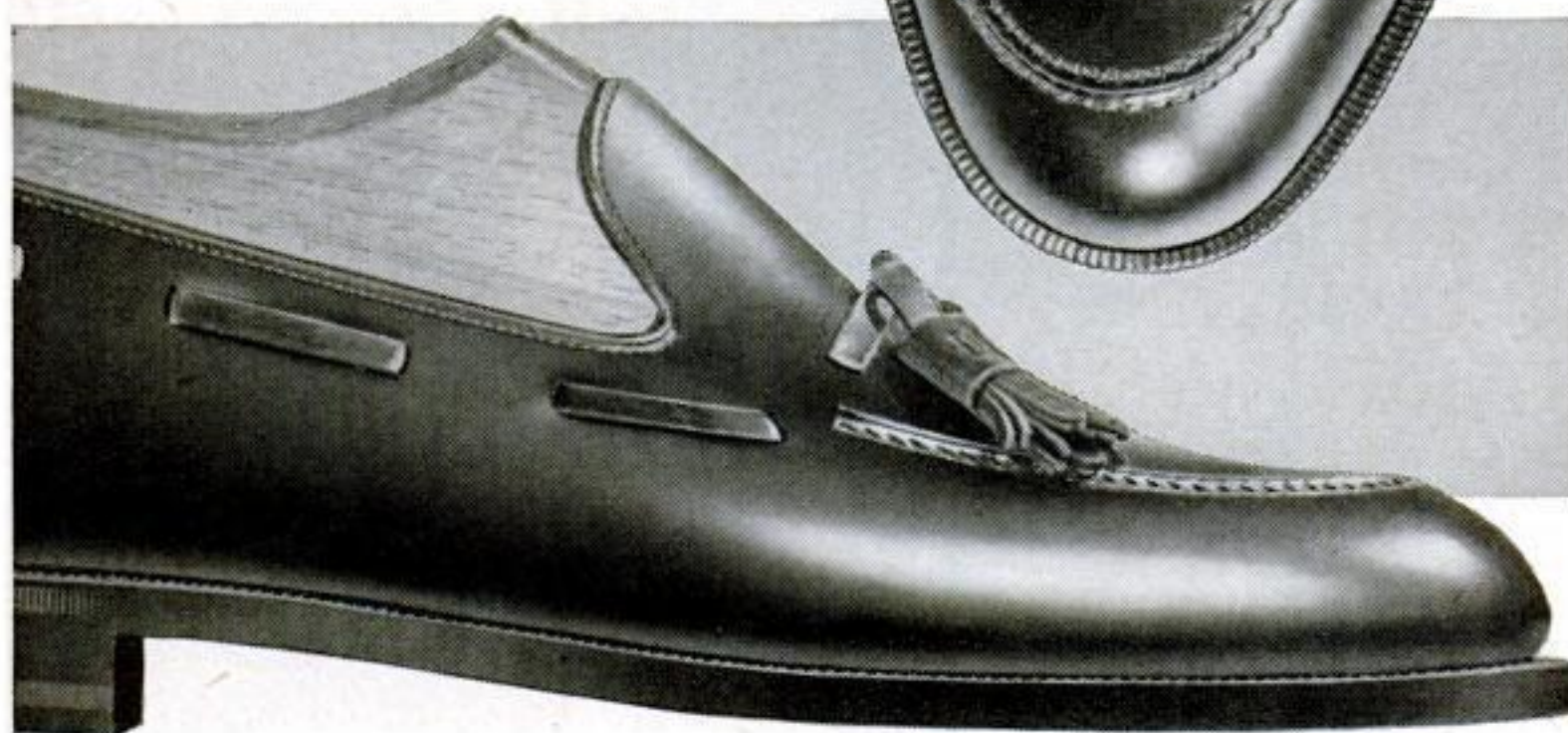
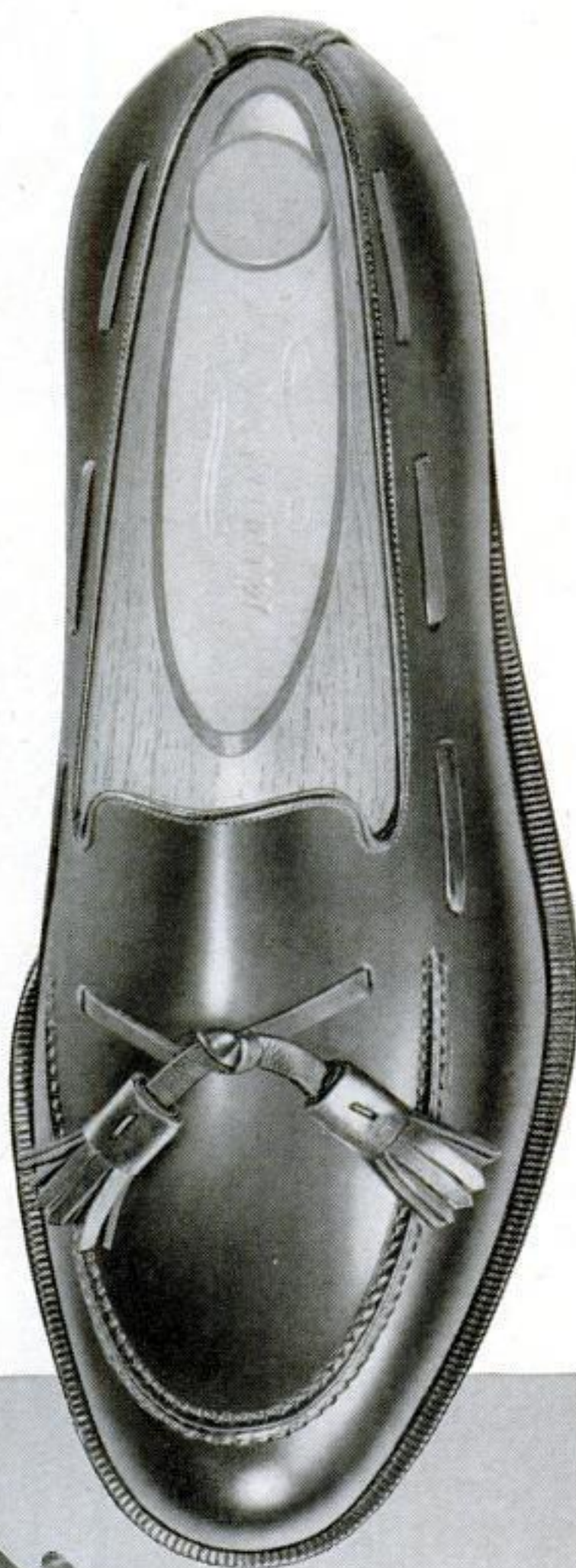
of
more than
CASUAL
importance

Created originally
as a leisure-time shoe,
the Florsheim
tassel slip-on
has taken its rightful place
in the day-long
style picture—equally
correct for dress or business;
at home with
sport coat
or dinner jacket.



The BELAIR, S-1507,
black calf tassel slip-on;
in brown, S-1508.

Other Florsheim Styles
\$17⁹⁵ and higher



The Florsheim Shoe Company • Chicago 6 • Makers of fine shoes for men and women

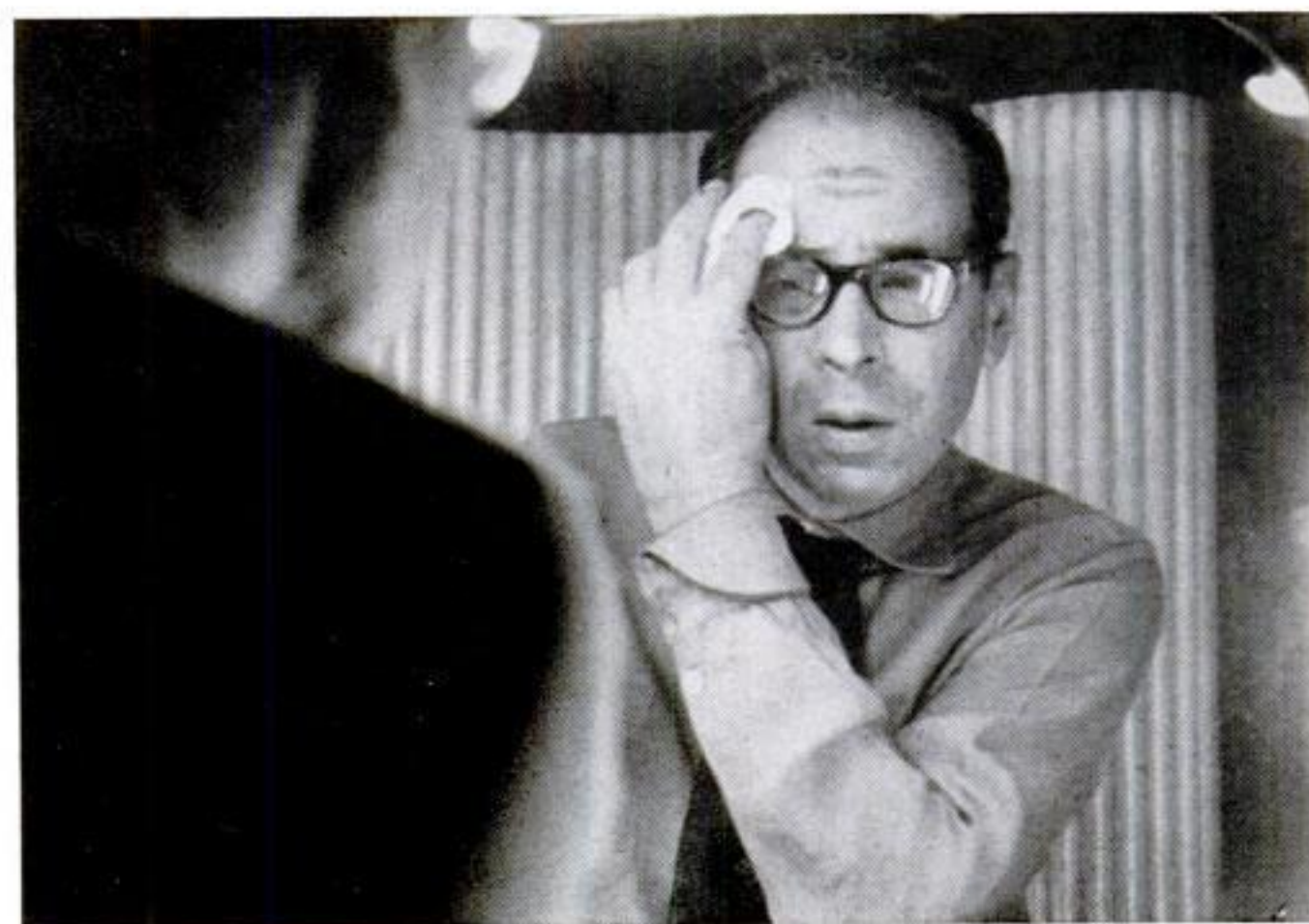
AVA HAS MUSIC CONTINUED

AVA PROTESTS when
asked to jump. "Maybe
the dress can't take it."
But quartet started play-
ing Schubert and she said,
"Okay, I'll jump for joy."



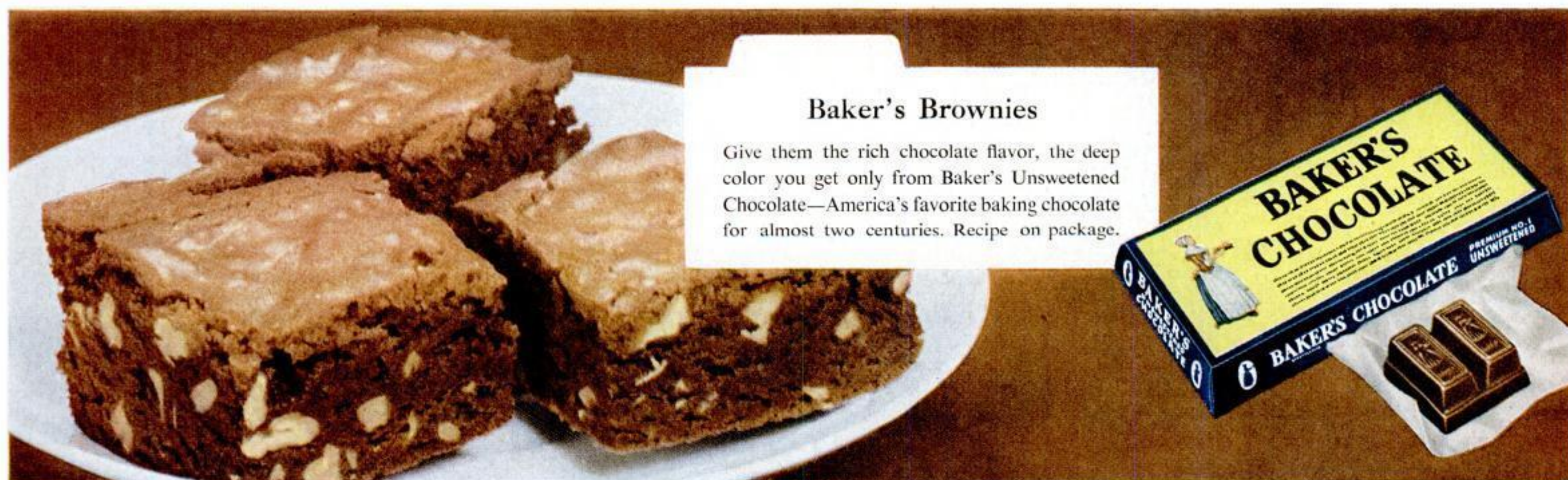
AVA SHOWS Halsman
the Spanish trick of clap-
ping hands with hollowed
palms. She studied danc-
ing during the shooting of
Contessa (LIFE, April 12).

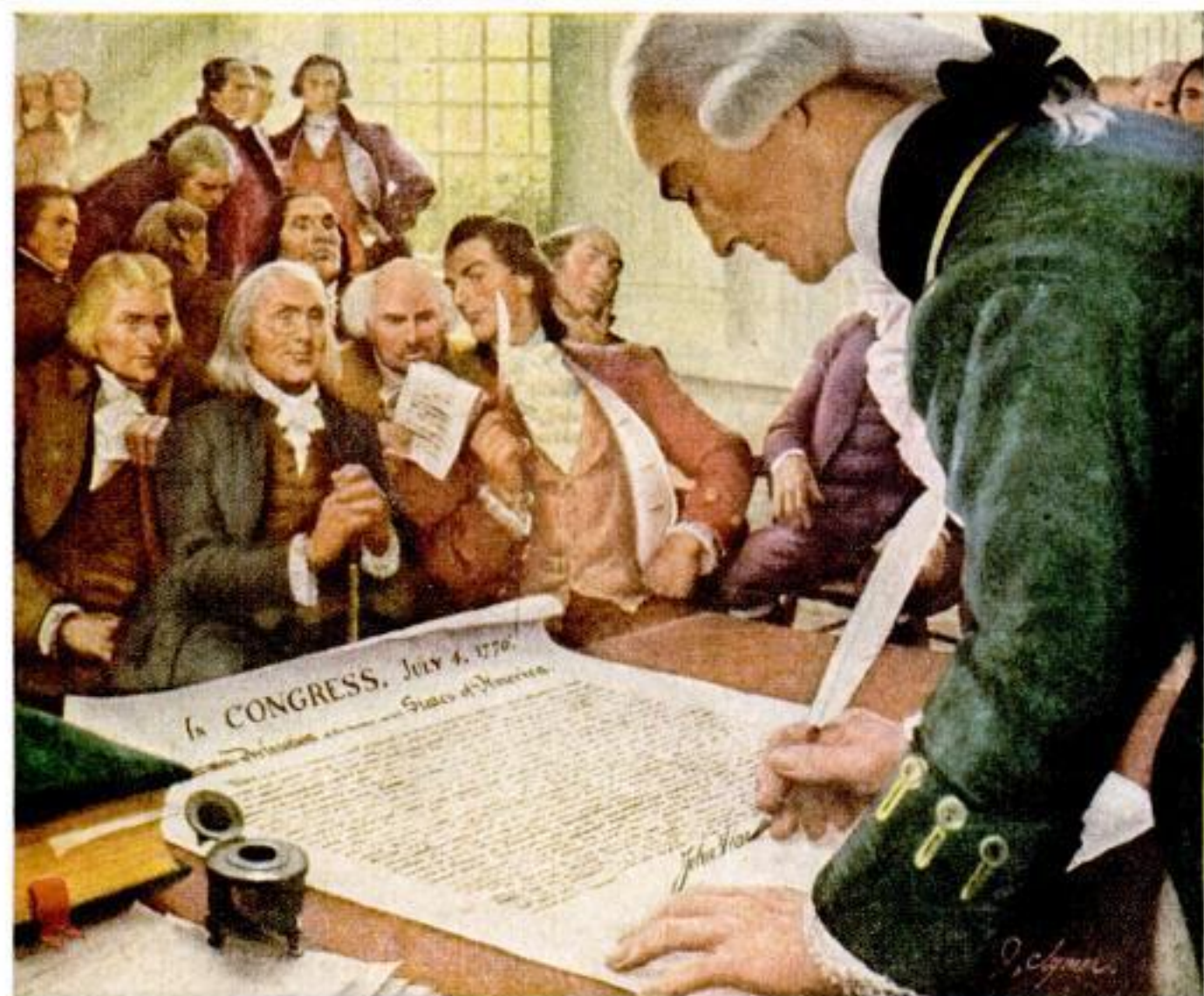
AVA'S MARK, imprint-
ed in lipstick by an impul-
sive farewell kiss, is wiped
from forehead by a tired
Halsman after his subject
and musicians had gone.





Chocolate makes it good...Baker's makes it best



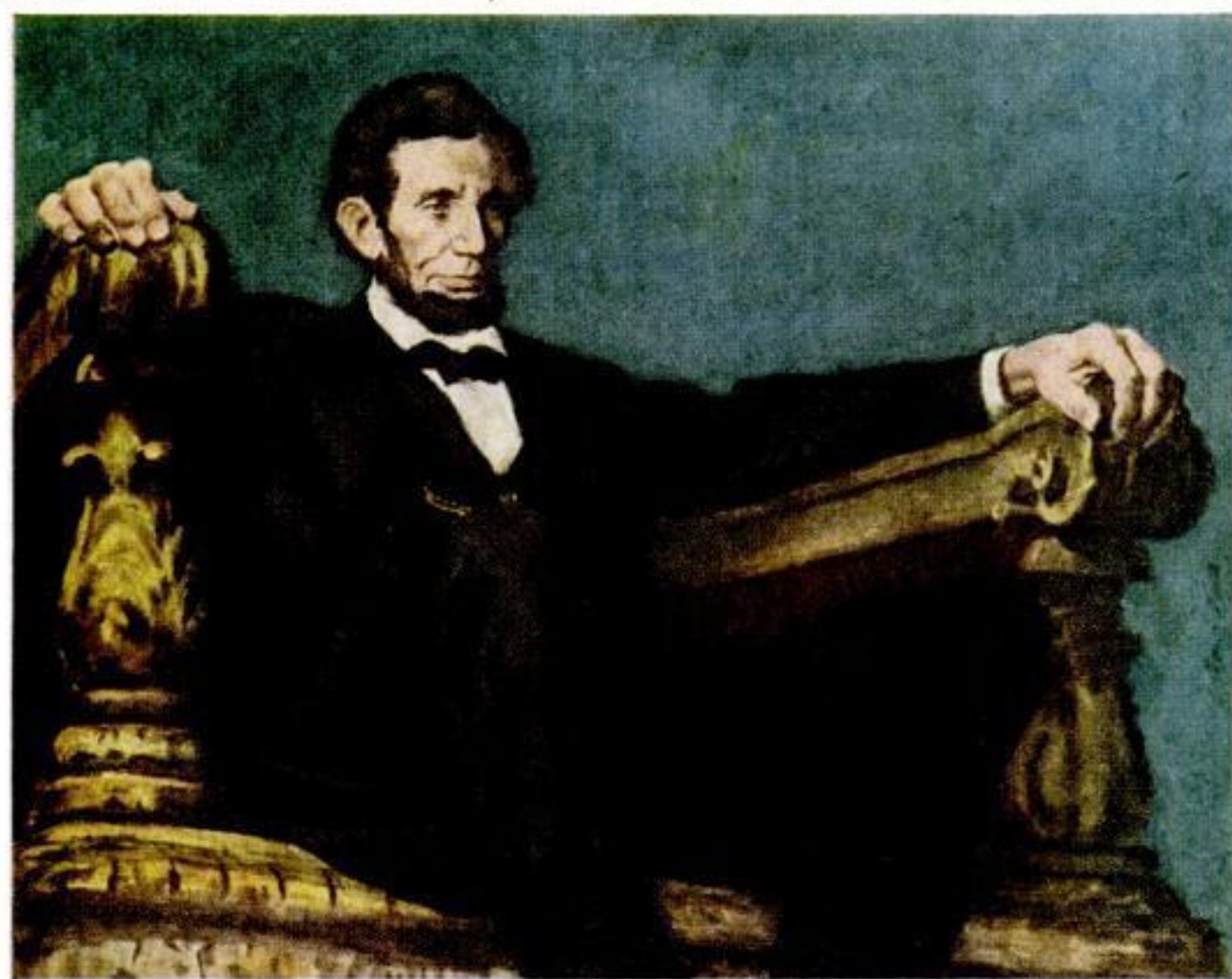


Freedom writes in a big, bold hand

It was quiet now in the big room. The weeks of talk were over. The moment of decision had come. The man picked up the pen. Strange, to think he might hang for what he was about to do. Hang? Together or separately, as witty Mr. Franklin had put it. Very well, then. He'd let them know that he'd gone into it with all his heart... with a clear conscience... with the deep conviction of a man who does what is right. He smiled. The pen swept across the parchment, and the letters stood bold and clear: John Hancock.

Today, Americans look at that big, firm, unafraid hand, and see in it something familiar and natural to them—the sturdy spirit of independence. In many quiet ways, we Americans declare our independence every day. We form our own opinions, and speak them without fear. We worship in our own ways. We plan our own futures. We have even developed a way to safeguard the independence of those who depend on us. We call it life insurance. It is a typically American institution... the natural expression of a people who believe, with all their hearts, in the enjoyment of life, liberty and the pursuit of happiness.

John Hancock MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS



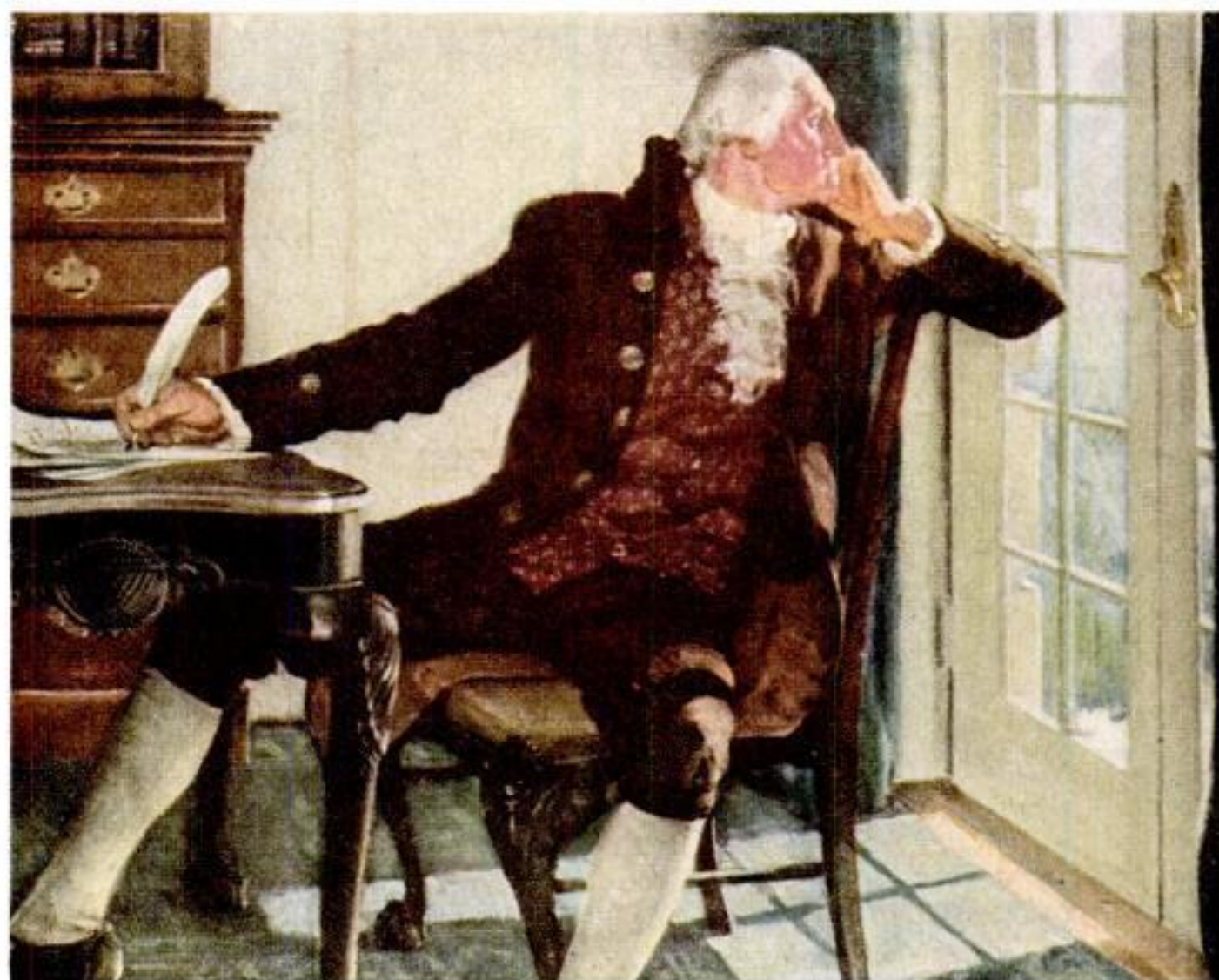
He was everybody, grown a little taller

Let's skip all the things you've read about him, all the things you heard too often or too young. Forget the face on the penny, the statue in Washington, the Emancipation Proclamation, the speech at Gettysburg. Forget the official things and look at the big thing. Why do we love this man, dead long before our time, yet dear to us as a father? What was there about Abraham Lincoln? He came out of nowhere special—a cabin like any other out West. His folks were nobody special—pleasant, hardworking people like many others. Abe was a smart boy, but not too smart. He could do a good day's work on the farm, though he'd just as soon stand around and talk. He told funny stories. He was strong and kind. He'd never try to hurt you, or cheat you, or fool you. Young Abe worked at odd jobs and read law books at night. Eventually he found his way into local politics. And it was then that people, listening to his speeches, began to know there was something special about Abe Lincoln. Abe talked about running a country as if it were something you could do. It was just a matter of people getting along.

He had nothing against anybody, rich or poor, who went his own way and let the other fellow go his. No matter how mixed up things got, Abe made you feel that the answer was somewhere among those old rules that everybody knows; no hurting, no cheating, no fooling. Abe had a way of growing without changing. So it seemed perfectly natural to find him in the White House one day, paddling around in his shippers, putting his feet on a chair when he had a deep one to think about—the same Abe Lincoln he'd always been, and yet the most dignified and the strongest and the steadiest man anybody had ever known. And when that terrible war came that might have torn his country apart, no one doubted what Abe would do. He was a family man; he resolved to keep the American family together. Abe Lincoln always did what most people would have done, said what most people wanted said, thought what most people thought when they stopped to think about it. He was everybody, grown a little taller—the warm and living proof of our American faith that greatness comes out of everywhere when it is free to come.

John Hancock MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

... For many years, in advertisements like these, John Hancock has been telling of America's great past—her fight for independence and a better life!



He took a new job and the world changed

He was a big, sturdy man... no longer young... and tired by six hard years of war. Now they were offering him a new job. The work was exhausting. The hours were endless. The future was uncertain. The pay was small. But the boss—you couldn't say "No" to that boss. So the man whose name was George Washington took the job called the Presidency of the United States. And for the first time in the history of the world, a whole people became their own boss. George Washington placed his right hand on the Bible and a blacksmith in New Hampshire sang as he pounded the anvil. He was a free man, and George Washington was working for him.

George Washington sat down at the Presidential desk... and a fisherman on the Grand Banks, a farmer in Virginia, a schoolmaster in Connecticut, all stood up a little straighter. They were free men, and George Washington was working for them. All over the world, wherever the news spread, men stopped to wonder at this new American thing—a people who would not be ruled, but governed themselves. A people who had taken the love of independence that is in all men, and made it work as a way of life. Independence as a way of life is no longer something to wonder about. Faith in the things George Washington stood for has made independence work for Americans for more than one hundred and fifty years. Holding to that faith will make independence work—always.

John Hancock MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS



He talked independence in a 21-gun voice

He was a solemn boy of 12 when he left Scotland to go to sea, and the hard-fisted skippers soon showed him how tyranny tastes. John Paul Jones never liked that taste. But he was spunky and quick, and he got ahead. Apprentice, mate, captain, owner. John Paul Jones got ahead—but there was something else he wanted. He found it in America in 1775. They had an idea there called independence. They'd written it down in sweet, clean words in a Declaration for the King. But the king couldn't seem to get it... and John Paul Jones knew he'd found his natural job.

He got an old ship and went out to explain American independence with the iron eloquence of a man-o'-war's guns. He mustered his own crews, paid them with his own money, poured his health and strength into it, and was old at 40. But always his gums kept talking independence, and we know now that they argued well. Our independence talks in many voices. Sometimes with the growl of guns. Always with the click of voting machines. Often with the quiet rustle of a pen signing an insurance policy. That, too, is the sound of an American talking independence.

John Hancock MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

Now John Hancock also brings great news for
America's Future Independence
...Your Independence!

A new conception of Life Insurance
...streamlined, simplified policies...at

NEW LOW COSTS!

**New program affects
almost all age groups, many policies!**

This is a PROGRAM for lower life insurance costs, *not* just one special policy at reduced rates. It is the result of a long study of insurance costs, insurance needs, and insurance methods. As a result of this study, John Hancock has put into effect sweeping changes . . . and is passing the resultant advantages on to American families.

**Many extra-protection benefits now part
of regular policies!**

Multiple-protection policies in amounts up to \$3000 (the moderate-sized policies so vital to so many families) now have such extra benefits as waiver of premium disability, double indemnity, and loss of sight or limbs included automatically

in the policy. These formerly were available only on a selective basis. And the new simplified policies have a *lower net cost than before!*

**Still lower cost for those who
qualify as preferred risks!**

Millions of American men and women can qualify for this low-cost insurance because they are in better than average health, have good jobs, etc. But even in this type policy, John Hancock now offers even *lower* net cost than before! Not only that, John Hancock offers this economical type of insurance for a lower minimum amount than many other companies. Talk to your John Hancock agent or your broker about it. You probably can qualify, and get the advantage of these lower costs in a policy that fits your budget.

**All along the line, you'll find new, more
liberal rulings and interpretations!**

Many occupations — formerly rated, are now accepted by John Hancock as standard risks! Many other liberalizations have been made such as juvenile insurance, insurance on women. If you have any special insurance problems, by all means talk to your John Hancock agent or your broker about the new John Hancock program.

Now you can plan — *realistically* and *within your budget*—your family's protection . . . and your retirement future!

**SEE YOUR JOHN HANCOCK AGENT
OR YOUR BROKER NOW!**

Ask him to show you the NEW LOW COSTS now available through John Hancock—see the economies that now make it easier to have the life insurance you've always needed, and wanted!


MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

DEDICATED TO THE INDEPENDENCE AND
FREEDOM OF EVERY AMERICAN FAMILY



NO MORE
TEDIOUS
HAND-FOLDING
CORNERS!



TWO BOX CORNERS
ANCHOR TOP SHEET
UN-PULL-OUTABLE!

ROOMY KICK-FOLD
DROPS FLAT
AS YOU PULL
UP SHEET!

*famous Pacific Contour
corner can't pull out.....*

Just pull up your Pacific Contour Top Sheet . . . the Kick-fold drops flat—and your bed's made!

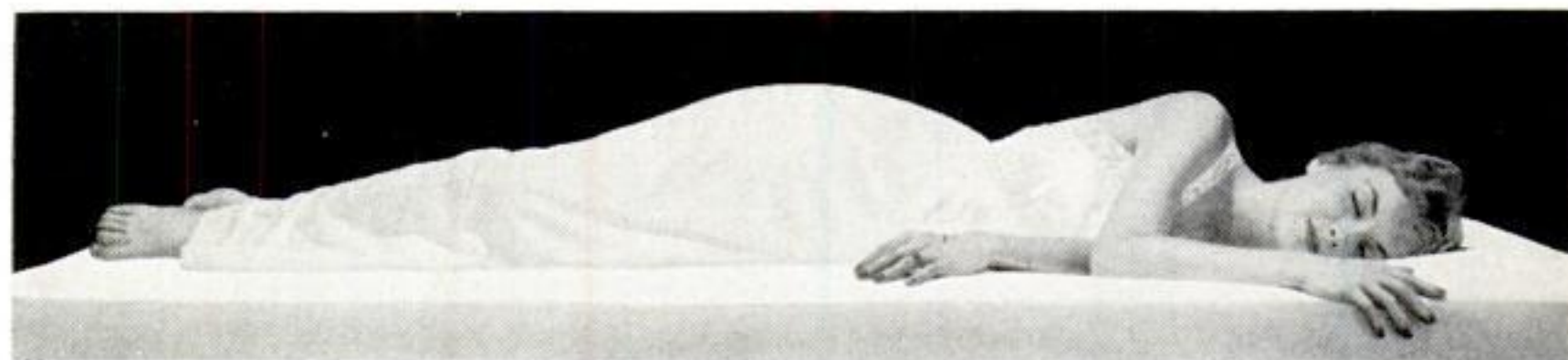
You tidy your bed in just 20 seconds!

The sheets millions of women love, bless, praise to the skies—wonderful Pacific Contours! They save you back-breaking, boring bedmaking . . . tidy up in the morning in 20 seconds—less time than putting on your lipstick!

Try these wonder Contours tonight. Under you, the smooth-sleeping, non-wrinkling Pacific Contour Bottom sheet. And over you—the one and only sheet with the expanding Kick-fold—Pacific Contour Top* sheet. Remember—Pacific Contours cost no more than old-fashioned flat sheets. Sizes? For every mattress from crib to extra-large. Special size for 4½" foam rubber mattress. White; heavenly pastels in all standard sizes. Sanforized®.

*"Contour" is the registered trademark for Pacific's fitted sheets

*Pat. pend.



No wrinkles . . . no un-tucked sides—
Four box corners hold your Pacific Contour Bottom sheet smooth. You don't have to touch it all week long. And on bed-changing day,

this wonder sheet goes on *fast*. No need to center it. No hand-folding the corners. No extra trips around your bed. For the first time, you'll put on fresh sheets in less than one minute!

EVERYBODY'S CHANGING TO

PACIFIC Contour® SHEETS

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SAD PARTINGS MAKE LIVELY PLOTS



GILBERT & SULLIVAN SPLIT IN '96



DEATH SILENCED HAPPINESS BOYS



WEBER & FIELDS TRIED IT ALONE

Ever since Harlequin ran off with Columbine show people have been writing about show business, and one of their liveliest plots is about the partners in a theatrical team who break up to go it alone—then rejoin for a smash-hit finale as the audience weeps for joy. Our story this week on Sid Caesar and Imogene Coca going their own ways (pp. 57-63) prompts a look into real-life variations on the theme.

Sometimes the separation is not always amicable. Gilbert and Sullivan, after 24 years of successes together, broke up and did poorly on their own. The lovable Joe Weber and Lew Fields, separated for eight years, then rejoined after each proved he *could* make a go of it alone. Conversely, the old vaudeville team of James McIntyre and Tom Heath stuck together with resounding success but practically never spoke to each other except on stage during their act.

Sometimes only death breaks the team, as in the case of Gallagher and Shean and radio's earliest pair, Billy Jones and Ernie Hare, The Happiness Boys. Sometimes the split seems to take on the dimension of a national calamity. The divorce of Doug Fairbanks and Mary Pickford was as momentous in its day as the separation of Marilyn and Joe DiMaggio, reported on pp. 53, 54. One breakup of a nontheatrical team has provided theatrical plots for decades—the 19th Century partnership of Beau Brummell and the Prince of Wales which was ended by a famous insult (pp. 115, 116).

The most important stories in this issue (pp. 24-33, pp. 136-152) are about political teams, but even here the theme persists. It is a moot point whether the Nov. 2 elections will break up the Republican team of President and Congress or keep it on the national stage for the important years to come.



MARY & DOUG SEPARATED IN 1933



GALLAGHER DIED, SHEAN WENT ON



McINTYRE & HEATH STUCK ON

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CONGRESSMAN THOR TOLLEFSON LEADS TACOMA CAMPAIGN PARADE
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IN CHICAGO A REPUBLICAN WORKER NERVOUSLY FEEDS PEANUTS TO A FRETFUL ELEPHANT WHO IS PUBLICIZING G.O.P. SENATE CANDIDATE JOSEPH MEEK

POLITICS SPORTS ITS '54 COLORS

From one end of the U.S. to the other, the crisp autumn days and nights were filled with the strangely wonderful sounds and sights of politics—a dignified senator in a balloon-topped hat (*right*), a trio of elephants trumpeting on a Chicago street corner and scaring the wits out of the Republican ladies who had rented them to publicize their candidate (*above*).

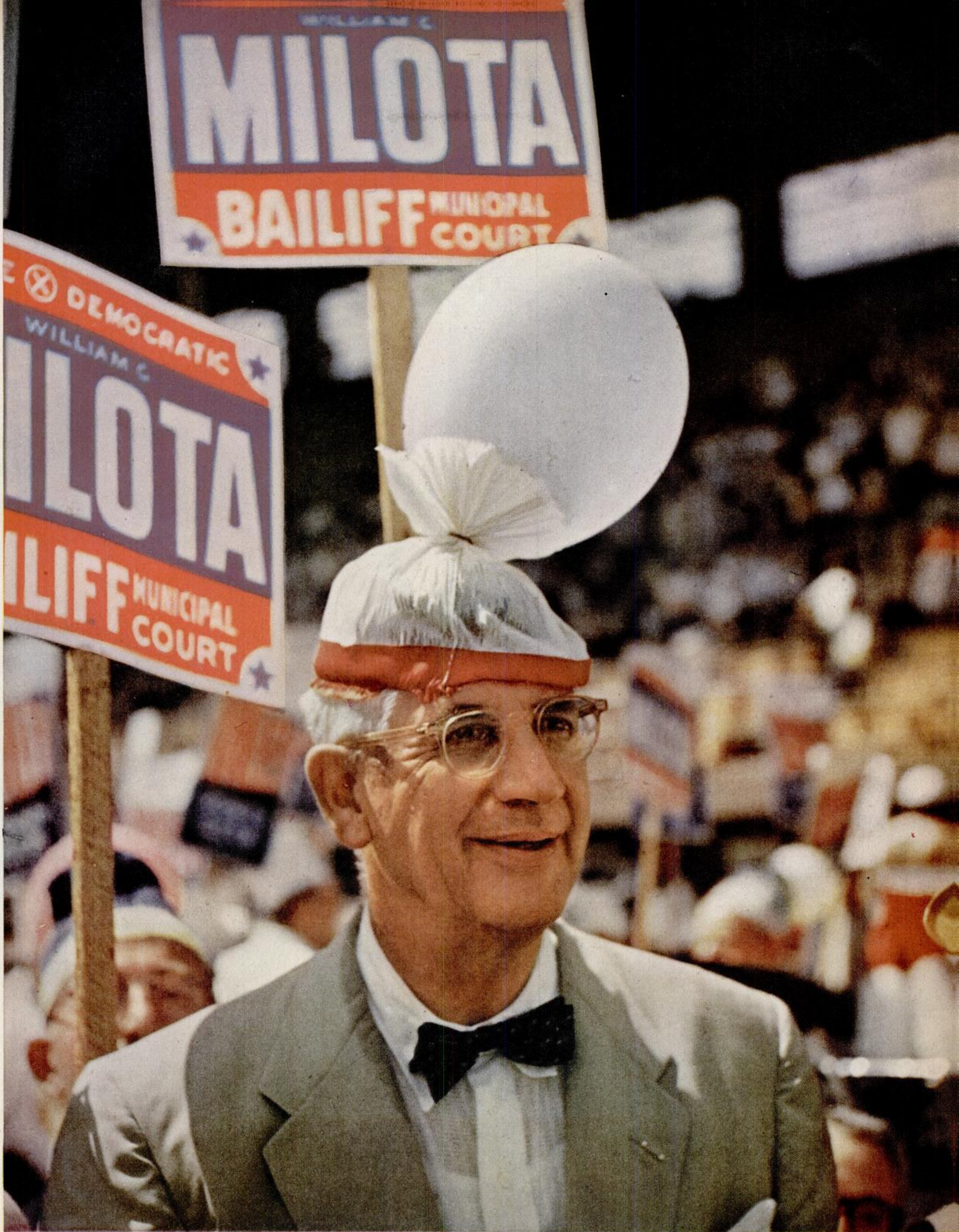
Even in this colorful, extroverted country, nothing ever quite equals the spectacle of campaign time. It constitutes an authentic folk festival whose performers are the candidates and whose ritual changes little over the years. It prescribes that the candidate shake any man's hand and offer to be

almost any man's friend, and it makes his progression from picnic to rally to parade as predictable as a folk dance, and as lively.

There were dozens of candidates, Democratic and Republican, seeking offices from bailiff to governor. But the great drama and significance lay in battles for 435 seats in the House and 38 in the Senate which deter-

mine control of the 84th Congress. That drama was being played against every conceivable backdrop from main street (*cover*) to carnival midway to university auditorium. The following pages present in all its color the battle of (D.) vs (R.) as the spectacle of election year 1954 mounts to its climax.

President Eisenhower's popularity is riding high, yet Republican leaders fear Democrats may regain control of Congress. Why? Beginning on page 136, LIFE Writer Ernest Havemann analyzes this political puzzle in "Why the Republicans Are Running Scared."



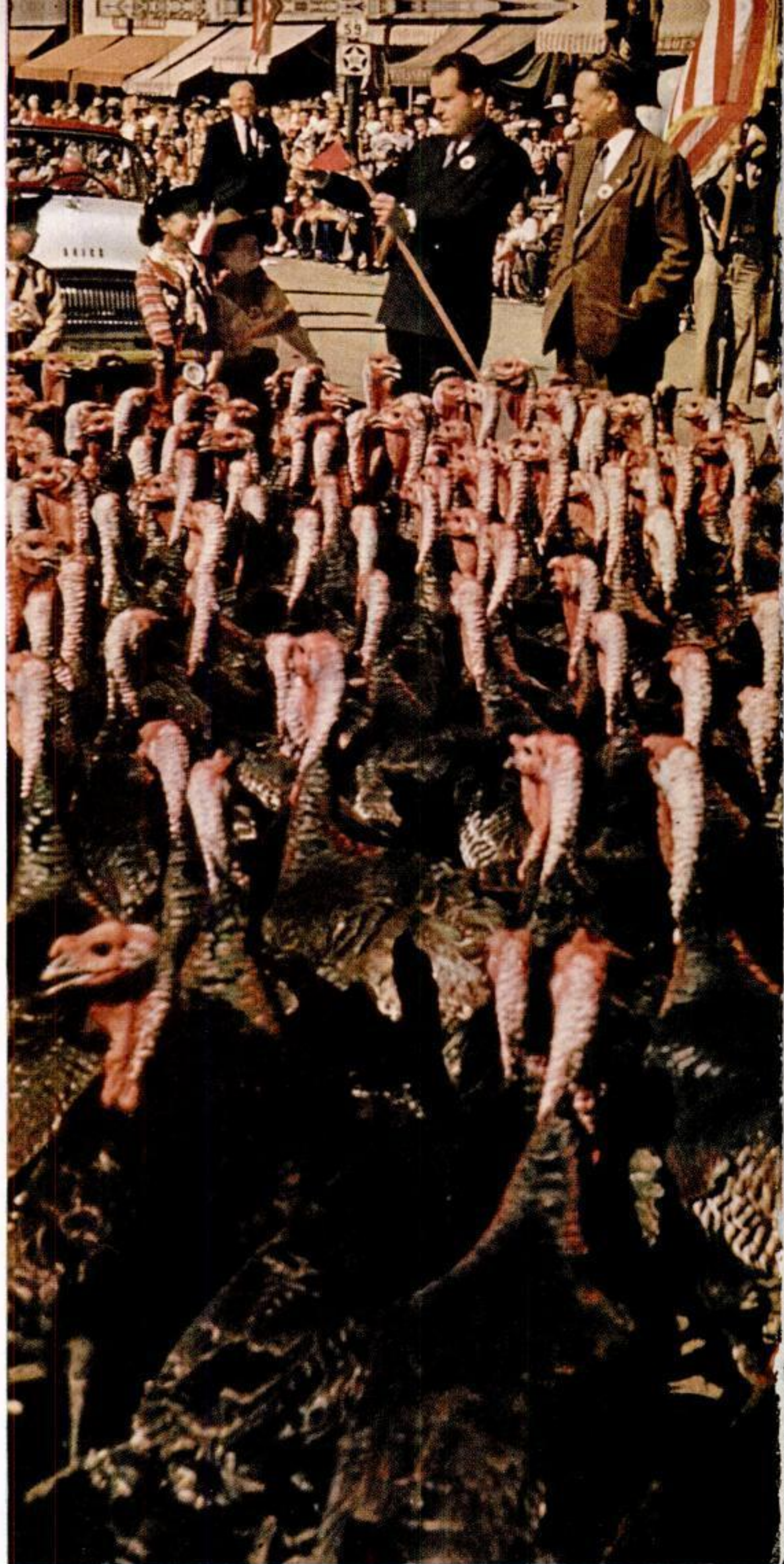
PERILS OF POLITICS confront Senator Paul Douglas in shape of balloon-topped hat, thrust upon him by fellow Democrats during festivities at Illinois

State Fair, where a whole raft of candidates, big and small, fought for attention. Douglas faces the toughest fight of his career against conservative Joseph Meek.

PLACES LIKE THESE ARE MUST ON A CANDIDATE'S ITINERARY



AT COUNTRY FAIR in Madisonville, Kentucky's Republican Senator John Sherman Cooper, stalking the midway, pauses near a Ferris wheel to greet a constituent. Earlier at the same fair his famous opponent was busy too (right).



AT QUEEN CONTEST of the Farm Bureau at the Hopkins County Fair, Alben Barkley sets the diadem expertly atop Sheila Morton. Versed in all a campaigner's tricks, the Veep at 76 and after 47 years in politics is a hard man to beat.

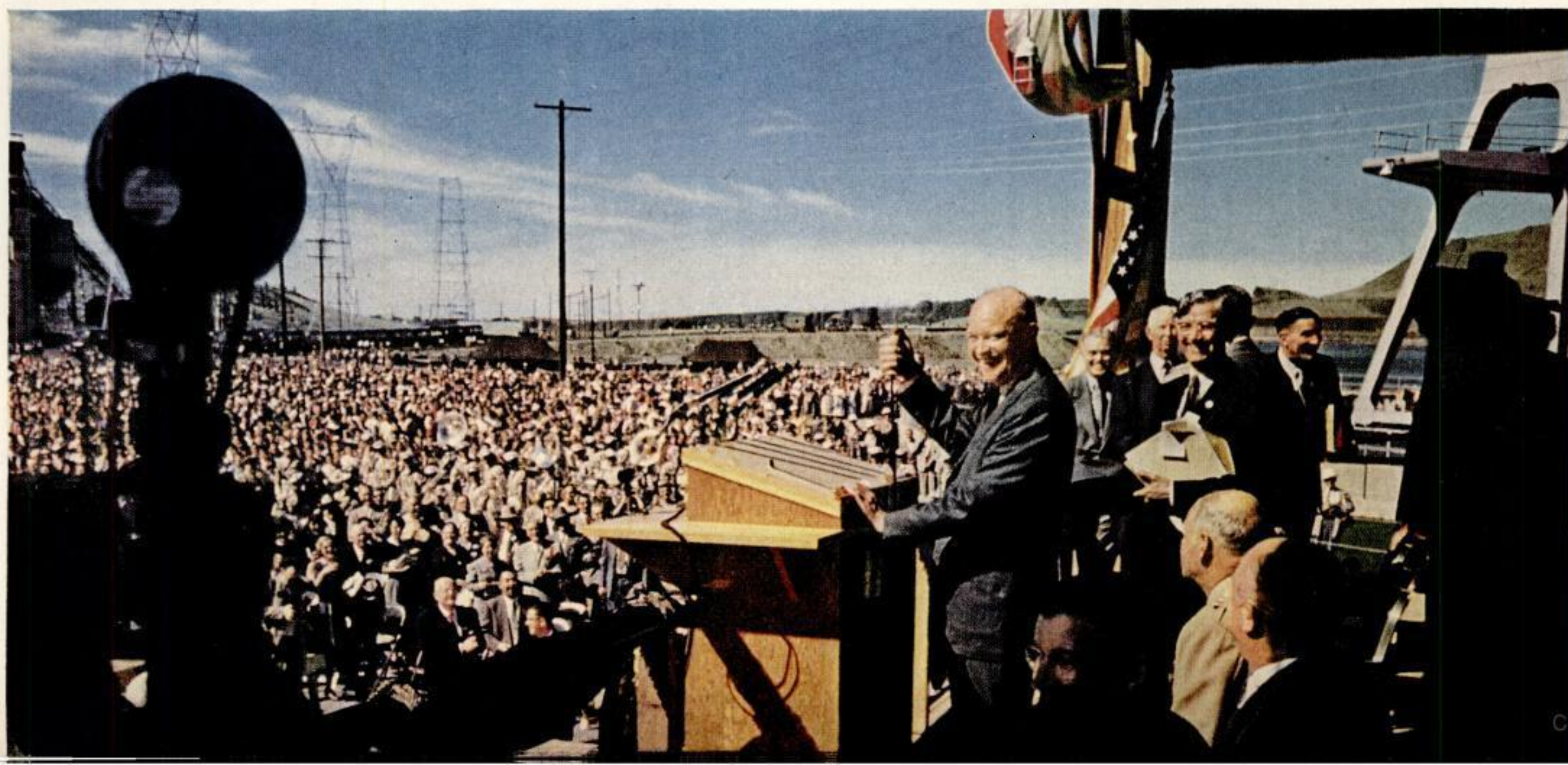




AT TURKEY PARADE in Worthington, Minn., Vice President Richard Nixon stands amid birds, which were specially trained to lead thousand others.

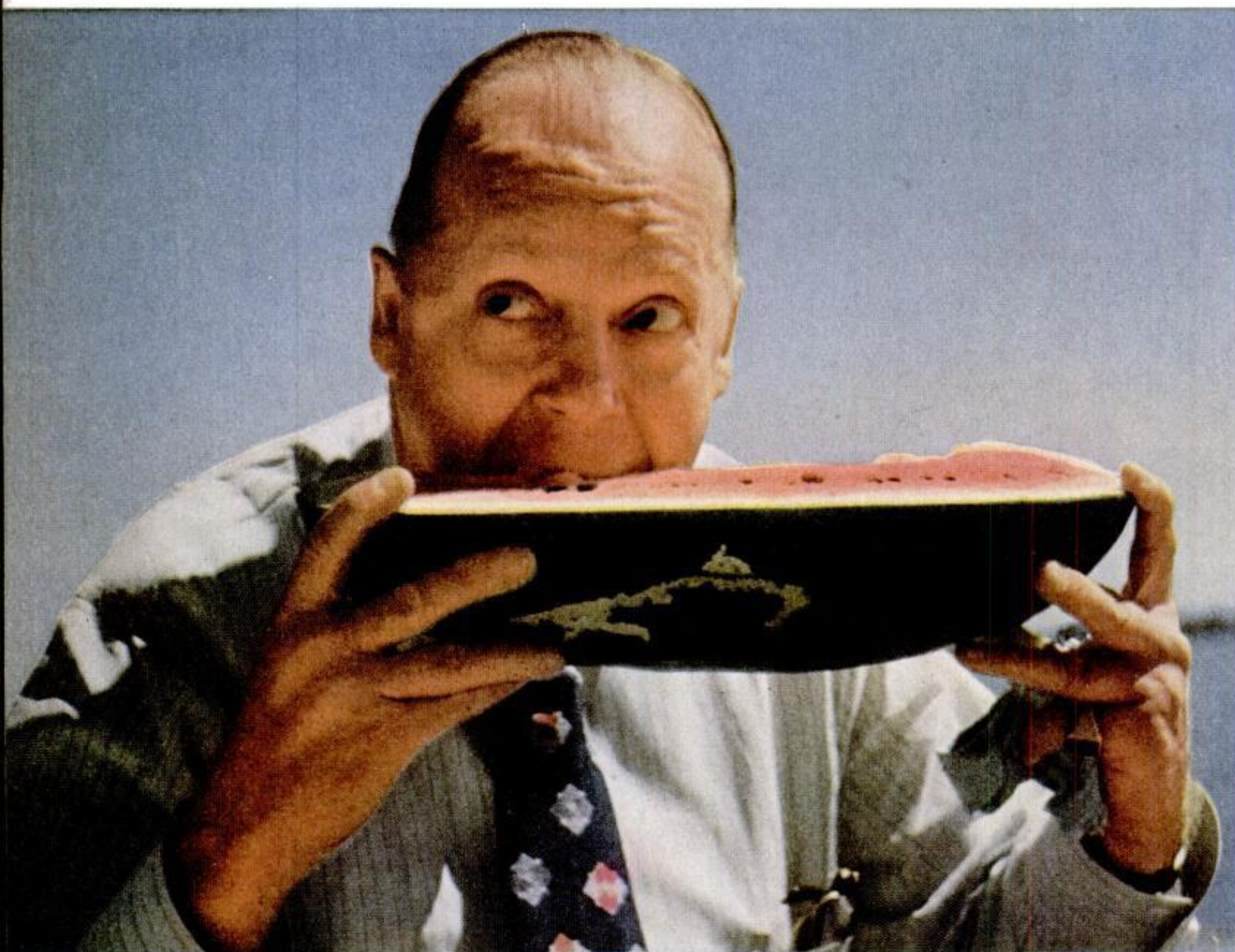


AT BEAUTY CONTEST (above) at Seaside, Ore., Democrat Richard Neuberger enjoys a pause in his race against Republican Senator Guy Cordon.



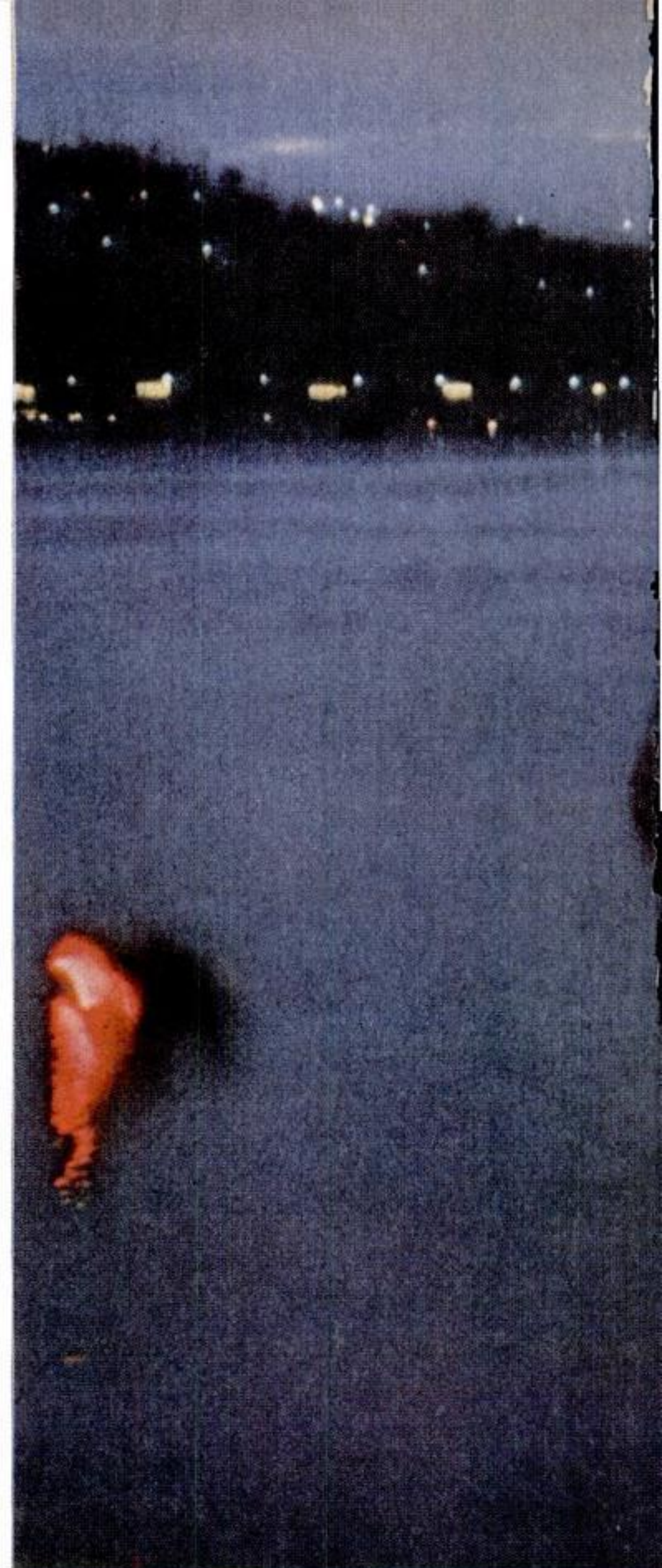
AT DAM DEDICATION (below) President Eisenhower on Western tour pushes button to start fifth generator operating at McNary Dam in Oregon.

GIMMICKS LIKE THESE GET ATTENTION



PICNIC FODDER occupies Senator Karl Mundt, laboring over a huge piece of watermelon during a statewide Republican rally at Lake Poinsett, S. Dak.

TORCHLIT BOATS (right) on Seattle's Lake Union aid Democrat Hugh Mitchell against Republican Representative Thomas Pelly in Washington race.



OSTRICH RACE at the Sioux Falls, S. Dak. fair was won handily by Democrat Ed C. Martin (seated in sulky), who is running for governor against World War II Marine Air Hero Joe Foss, Republican. Exhausted bird collapsed after the race.



STRIPED BASS, weighing 53½ pounds and caught by Bill Phelan (center), gets an admiring pat from Rhode Island Senator Theodore Green, 87, who also took a brisk swim in the ocean during the annual Democratic outing on Block Island.



PRIZE CATTLE are approved by Adlai Stevenson, who offers congratulations to their young 4-H exhibitors during his brief visit at the fair in Sioux Falls, S. Dak., where Democrats were holding a major national farm policy meeting.



"CONGRELEPHANT," a bus decorated with elephantine ears and a fume-spewing trunk, is campaign headquarters from which pretty Ellen Harris distributes pamphlets and coffee in her bid for Congress from Colorado's First District.

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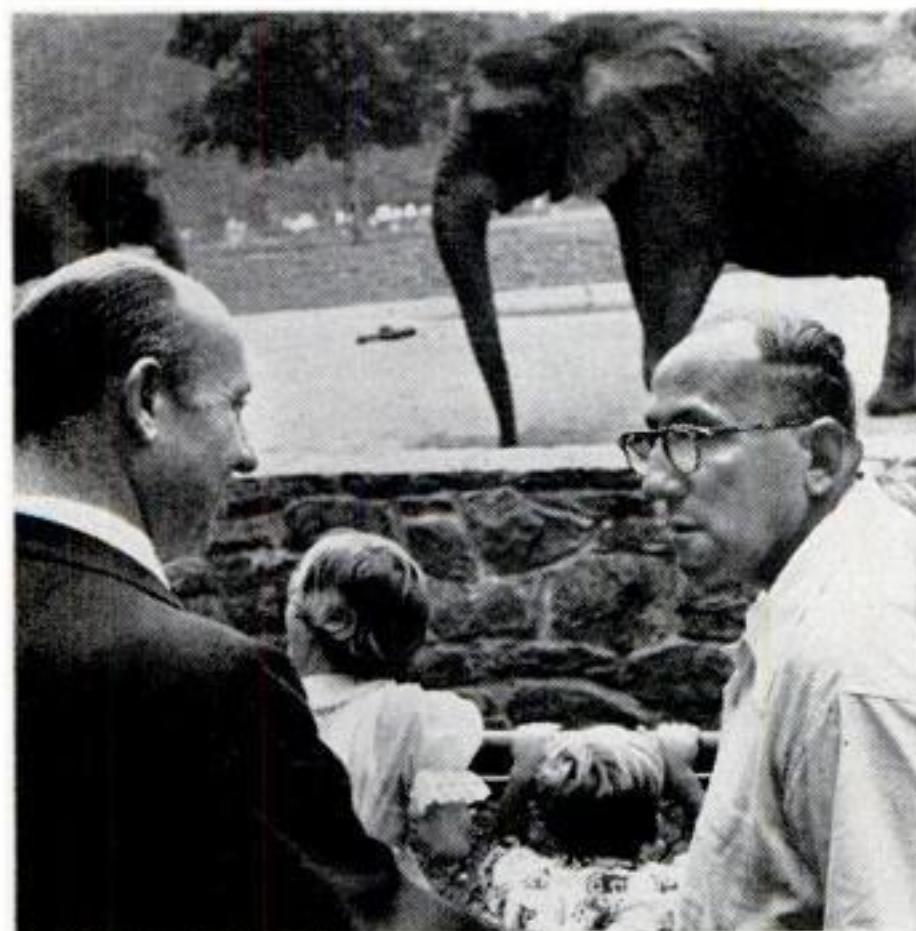


BIPARTISAN BIRLING during annual Lumberjack Days in Orofino, Idaho sent Representative Gracie Pfof, a Democrat, and her Republican opponent Erwin

Schwiebert (left) spinning off the log and into the water together. Said Gracie, "It was good clean fun." Said Erwin, "We needed two saddles and an outboard motor."

AMID THE FRIVOLITY, SERIOUS CAMPAIGNING

The frivolity of the campaign often cloaks bitter fights over issues. Representative Gracie Pfof (opposite page) is engaged in fierce controversy over development of Hell's Canyon power—and is called "Hell's Belle" for her advocacy of public development. The race in New York pits Franklin Roosevelt Jr. against Jacob Javits as candidates for attorney general in a contest whose outcome is crucial to the national political balance—and, particularly, to young F.D.R. Jr. whose 1954 performance will be the key to an ambitiously planned future.

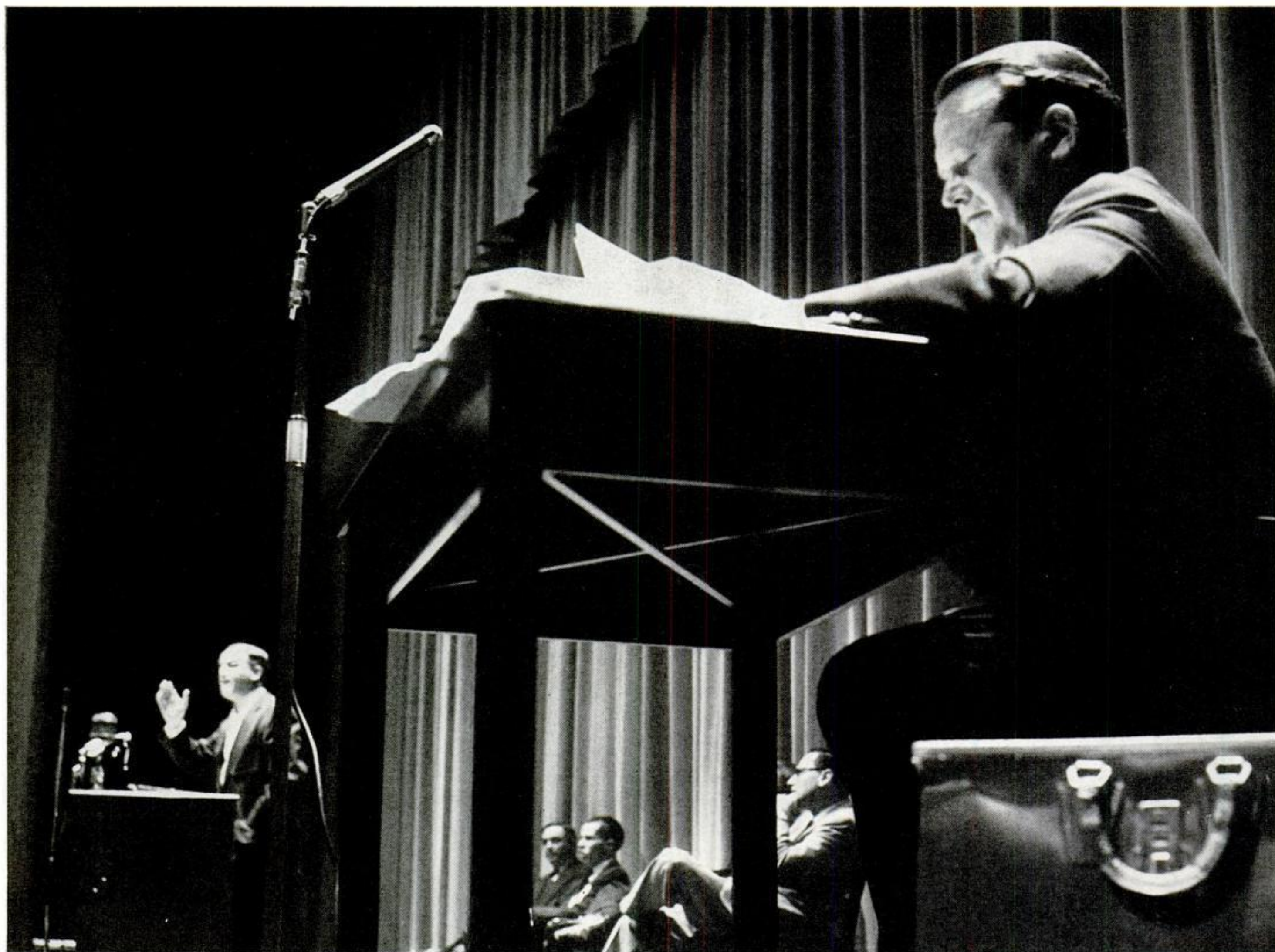


AT ZOO Jacob Javits' campaign for attorney general meets (from top) wonder, warmth, welcome.



ON STREET CORNER Franklin Roosevelt Jr. waves in person to apartment dwellers and in replica

from a poster which proclaims his status as a fast-rising new star in the Democratic party firmament.



IN DEBATE AT UNIVERSITY OF MINNESOTA, REPUBLICAN VAL BJORNSON (FOREGROUND) WAITS TURN AS OPPONENT, SENATOR HUBERT HUMPHREY, SPEAKS

CANDIDATES FACE EACH OTHER, THE PRESIDENT FACES THE NATION

Ringed across the land from platform, radio and television, the appeals of politicians were shaped for a great audience. Voters in Minnesota could hear the farm issues assaulted (*above*) and those of Ohio sat in on an unemployment discourse by their senatorial aspirants (*bottom, right*).

Seeking to regain his campaign magic of 1952, President Eisenhower went on television in Denver (*opposite page*), surrounded by Republican

party leaders, in what Vice President Nixon called "the greatest political rally ever held in America." The President cited the accomplishments of his administration up to now, then went on to argue his continuing need for a Republican Congress. "History shows that when the executive and legislative branches are . . . in conflict, politics in Washington runs riot," he declared. "In these conditions, the public good goes begging. . . ."



WYOMING EXCURSION joins Joseph O'Mahoney (*left*), ex-senator running again, and Republican opponent William H. Harrison, descendant of presidents.



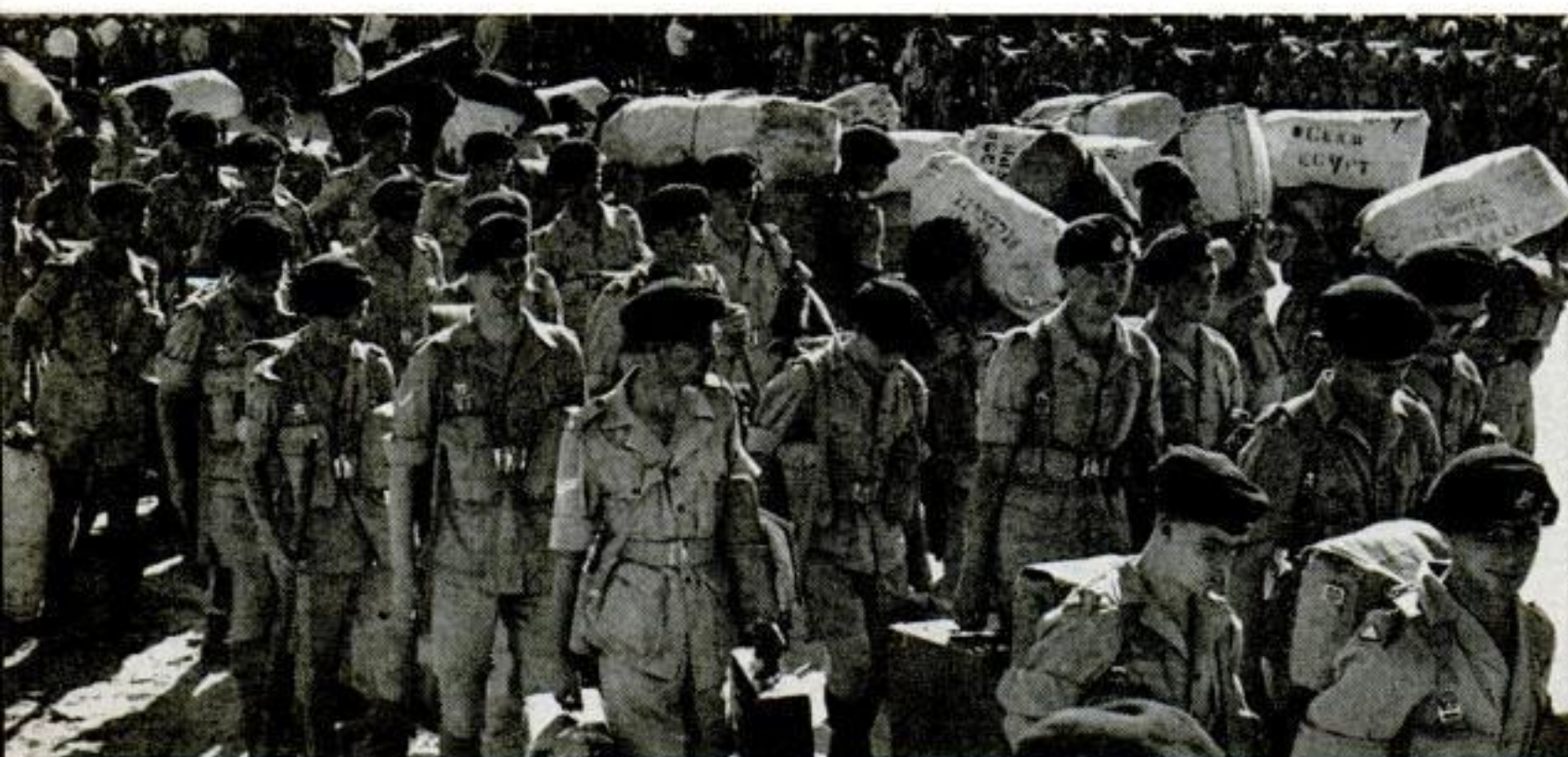
OHIO ENCOUNTER between Democratic Senator Thomas Burke (*left*) and opponent Representative George Bender preceded their television appearance.



FOUR MONTH RECORD OF DIPLOMATIC SUCCESS



ACCORD IN IRAN, negotiated by Herbert Hoover Jr. (*LIFE*, Oct. 11), ended shutdown of Abadan oil fields. Hoover is second from left, Iran's premier far left.



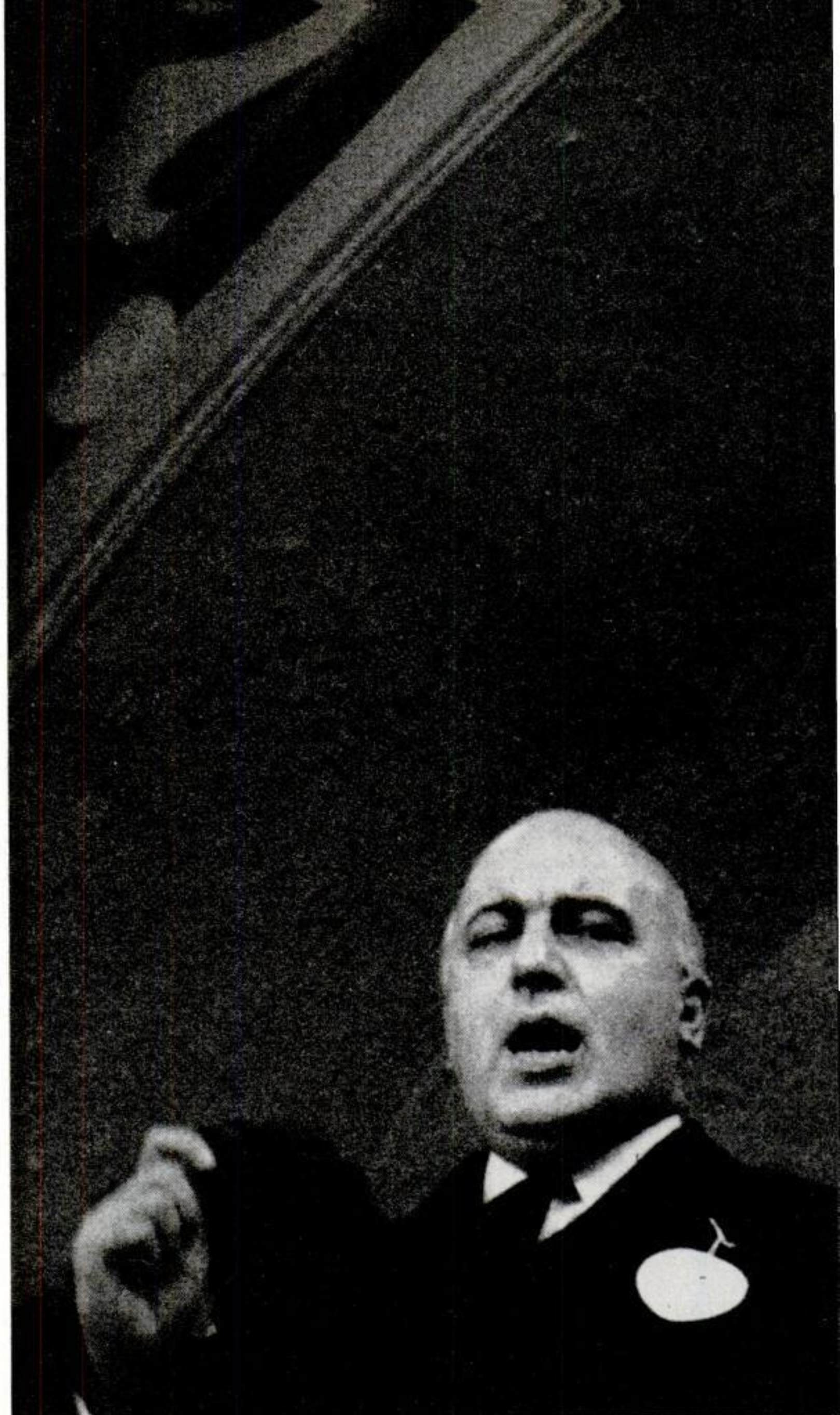
EXODUS FROM EGYPT by British troops began last month as provided by Anglo-Egyptian agreement which ends 72-year rule by Britain over the canal area.



PACT IN ORIENT was signed by delegates of eight countries at Manila. Above, delegates line up at a memorial service, U.S. Secretary Dulles second from far left.



AGREEMENT IN LONDON was drawn up by nine powers—the five who had signed Brussels Treaty of 1948, plus West Germany, Italy, Canada and the U.S.



THE WEST'S TRIUMPHS RAISE NEW HOPES

Suddenly the diplomatic prospect for the free world seemed much brighter. But the triumphs were the fruit of long and patient negotiation. First had come last summer's oil agreement in Iran, then Britain's voluntary withdrawal from Suez, followed by the Manila pact for Southeast Asia and lastly the triumphant London Conference (*see Editorial*). Then last week came the "memorandum of understanding" on Trieste (*next page*).

While the victories like Suez and Trieste were greeted with general rejoicing or at least quiet acceptance on all sides, the London Conference, calling for West German sovereignty and for rearmament under NATO (*LIFE*, Oct. 11), brought widely varying results. In London, as well as in Washington, it was acclaimed as one of the great triumphs of a decade. Whether it would turn out that way depended, among other things, upon France, where French Premier Mendès-France faced a critical National Assembly—and where to secure the treaty's ratification he staked the life of his government. But from another quarter came swift and decisive confirmation of the pact's importance. The Soviet Union's foreign minister Vyacheslav M. Molotov made an immediate move to counter its effect by renewing the old booby-trapped Russian offer for a united Germany.



PARTY'S TRIBUTE is given Eden by Lord Woolton, who leads Conservative party rally in singing "For he's a jolly good fellow" as Home Secretary Fyfe joins

in and Eden stands by bashfully. The next day Prime Minister Churchill, speaking at same rally, warned France against seeking changes in London agreement.



MENDES PLEADS with French National Assembly to support commitments he made at London.

MOLOTOV PARADES in East Berlin after making threatening speech against London settlement.



YUGOSLAV ACCEPTANCE of settlement is announced in main piazza at Capodistria in Yugoslav

zone by local leader. Before a big poster of Tito he promises Yugoslav investment in the territory.

TRIESTE CELEBRATES END OF OLD DISPUTE

Eagerly and even jubilantly the citizens of Trieste last week celebrated the new settlement of their disputed zone. A United Nations mandate since 1947, the Adriatic port and its surrounding area had been ruled half by U.S. and British troops and half by the Yugoslavs. Just a year ago an Anglo-American proposal for the area had been angrily rejected by Yugoslavia. But negotiations were opened again in London directly with the Yugoslavs. Then last August, when the talks threatened to break down, U.S. Deputy Undersecretary of State Robert Murphy made a special plea to Yugoslavia armed

with a personal letter to Tito from President Eisenhower. The marshal gave in. The Italians followed suit, partly because of the forceful persuading of U.S. Ambassador Clare Boothe Luce who, says Murphy, was "a tower of strength to us."

Under the agreement Trieste will remain a free port under Italian administration while Yugoslavia will slightly increase its holdings nearby. Last week as U.S. and British troops prepared to leave the zone, already Italians living in the strip of territory now ceded to Yugoslavia were moving quietly to new homes.



CRATING GUNS in supply room, U.S. soldiers prepare for departure to new post in Leghorn, Italy.



STACKING BELONGINGS, an Italian family in territory now Yugoslav begins move to Italian zone.



DIPLOMACY'S TRIUMPHS AND LIMITS

A CULTURAL EXPLOSION

Almost unnoticed to many Americans, something has been happening in this country, in the past decade or so, which can only be described as a sort of cultural "explosion." Like great cultural explosions of the past—Hellenic Greece, Renaissance Italy, Elizabethan England, etc.—it is the fruit of wealth and leisure—but with the vast difference that America's wealth and leisure are shared by all its citizens to a degree hitherto unknown in the world.

The signs of this explosion are all about us—the mushrooming of city shops selling art supplies for amateur artists, the blooming of a generation of "hi-fi" addicts who build their own "tweeters" and "woofers" to get the ultimate expression out of fine music, a President who is not ashamed to admit that he paints (even if not very well), a mass market for fine reproductions of old masterpieces, and so on, ad infinitum. Qualitatively, it may or may not yet be great culture, but quantitatively there is an awful lot of it; with culture as with everything else they undertake, Americans have to have more of it than anybody else.

All of which is by way of taking our hat off to two of the seminal forces of this cultural flowering—New York's Philharmonic Orchestra, and the Columbia Broadcasting System—on the 25th anniversary of CBS's Sunday afternoon broadcasts of the Philharmonic. In those 25 years the audience has grown until as many as 11.8 million different listeners hear the orchestra in a single month, and on a single Sunday afternoon more people hear a single broadcast than the total of all those who have heard the Philharmonic in person during its 112-year history. These broadcasts, along with those which Arturo Toscanini began with NBC's own symphony in 1937, have done as much as anything to create the tremendous and still-growing U.S. demand for classical music. All of them can be justly proud of that, and the U.S. can be proud as well as grateful.

Western diplomacy was on the march again last week. With a series of successes capped by the London conference (*see pp. 34, 35*), Secretary Dulles and his fellow diplomats have proved that theirs is not a lost art.

For instance: In Egypt, in Iran, in Trieste, U.S. diplomacy willingly took the lead, an honest broker seeking settlements between its friends. But at London, the U.S. consciously and wisely took a back seat. Here the problem was the rearmament of Germany, a problem to which four years of American nagging had given Europeans a callus of indifference. France's burial of EDC had made any solution seem equally doomed. In the U.S., as Secretary of State John Foster Dulles pointed out, there was "a great wave of disillusionment . . . a feeling that, after all, the situation in Europe is pretty hopeless."

The moment required a man, and the British provided him: Foreign Secretary Anthony Eden. With one aide and one briefcase, Eden made a whirlwind tour of four West European capitals. He returned with an urgent conviction that Europe could only be rescued if Britain showed the way. Accordingly, Eden won from his Tory cabinet a pledge that British troops would be maintained on the Continent indefinitely. By this "formidable step," England gave up 300 years of splendid isolation.

This was the assurance Frenchmen had most demanded as their price to let the Germans rearm. It was a made-in-Europe solution to the problem that has so long poisoned Europe's politics. But perhaps its greater value was that it put new life into the badly strained, long-listless Anglo-American alliance. When the dramatic moment came to confront the London Conference with Britain's momentous decision, Anthony Eden and John Foster Dulles were functioning as a team. Forewarned of what Eden would offer, Dulles set the stage by stating his policy that U.S. troops should remain in Europe "while a threat to the area exists." Eden then played his ace. From that moment the ministers knew that the conference was a success.

London proved that in Europe at least Western diplomacy works best when the U.S. and Britain work in harmony. London also proved that when free men sit around a table in common anxiety to reach agreement, useful agreement can be reached. It is only when Communists join them, intent on disagreement, that conferences result in propaganda and pointlessness. This week there is need to apply this vital distinction.

No sooner was the London conference over than Communist Molotov issued a dangerous reminder that he too is a skillful diplomat. In a speech in East Berlin he proposed another round of Big Four talks on German neutrality in exchange for reunification.

He was echoed in the U.N. by the world's wildest neutralist, India's Krishna Menon, who urged East and West Germans to get together. Both suggestions would give the Communists another chance to delay and haggle while the shining London agreements tarnish or are picked to pieces. If the West is wise it will quickly say no to Molotov and Menon, and let the neutralists and faint hearts be damned.

Diplomats are not magicians. They can only register the underlying political realities; and in the history-burdened nations of Europe, these realities include a special fear, blind spot or daydream for every hope. Molotov's proposals, aimed particularly at France and West Germany, will summon these evil spirits to his aid in all countries. Even some Americans can be tempted by his specious talk of disarmament. Eyes blur when reading Molotov's price tag, though it says quite plainly to the West: "If you want 'peace,' stop trying to defend yourselves."

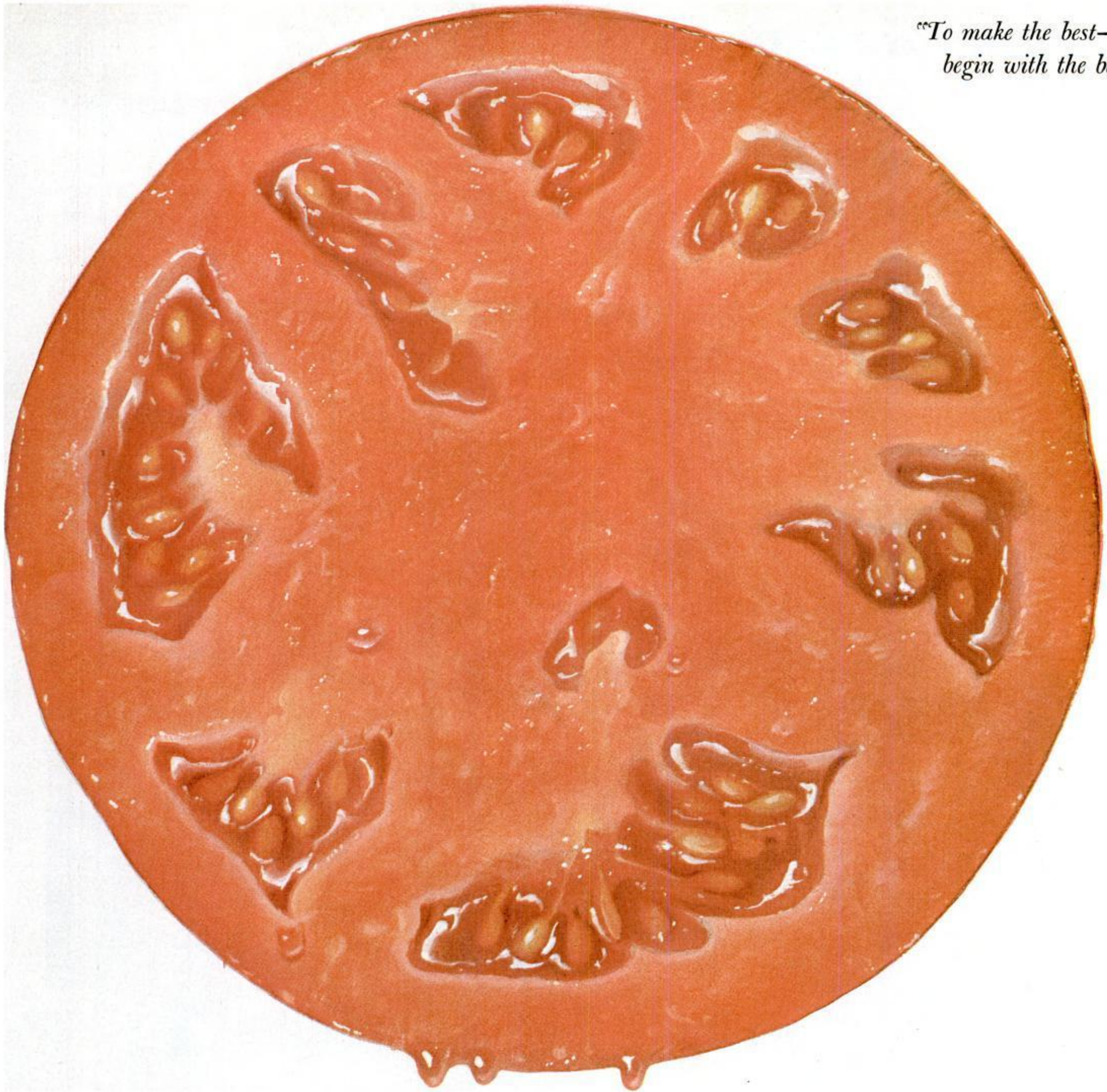
The West's chief diplomatic achievement in Europe, which Molotov most wants to destroy, is NATO. It is an unfinished achievement, and until it has made Western Europe fully defensible—*i.e.*, until it includes Germans—its members can always be bemused and divided by the Soviet tactics of promise and threat. For this reason NATO cannot remain in its present state. It must either dwindle or grow.

That is the measure of Western diplomacy's next task. Whether or not the French assembly gives the London agreements more votes than it gave to EDC, France's political ill-health will long cloud their future. There and elsewhere throughout Europe, diplomats need more to work with: a change in the underlying realities. As General Gruenther says, "The only real safeguards that you are going to get are those that come from the heart."

This change calls not just for diplomacy but for high politics; not just for measures of defense but of creation and reform. The whole meaning of NATO will need to be deepened if its defensive purpose is to be strengthened; it must become not just a military command post but a growing point of unity among its member peoples.

The U.S. contribution to this new phase of Western policy is central. Long have our leaders proclaimed, and billions have we spent to promote the great goals of economic expansion, European unity, the Atlantic community. They must not be abandoned now, but reasserted in new and more effective ways. The recent victories of our diplomats have won us no more and no less than this: another chance, and a brief new momentum, to take further and longer forward steps, until a more cohesive and fearless Western civilization can radiate its influence through the world.

*"To make the best—
begin with the best."*



The Tomato that ripens from the inside out— the Campbell Tomato

There was a time when it wasn't easy to know when to pick a tomato. Some of the best varieties were downright deceitful. They looked ripe and red on the outside when they were still tough and green on the inside.

The Campbell people, whose devotion to tomatoes is such that the founder of the company grew them on his front lawn, decided that this would never do. So they set out to develop a tomato that would *ripen from the inside out*. It took years of crossbreeding, but, finally Campbell married the two right

tomatoes. Nine tomato generations later, they had the tomato they wanted. And when it looked ripe on the outside, it *was* ripe all the way through.

So today it's no trouble at all to know when to pick the *Campbell Tomato*. And when you taste that vine-ripened flavor in a Campbell tomato product, you'll be glad we pick lots of them. And we think, perhaps, you'll nod your head approvingly the next time we say:

"To make the best, begin with the best—then cook with extra care."



Juice of
the Campbell
Tomato

Campbell's

Tomato Soup Tomato Juice Tomato Ketchup
Pork & Beans with Tomato Sauce
V-8 Cocktail Vegetable Juices
Franco-American Spaghetti Sauce with Meat
Franco-American Spaghetti (Tomato Sauce with Cheese)

**the most important
part of a color set
is turned toward
the wall**

What do you see from the front of a CBS-Columbia Full Fidelity Color TV Receiver? Something splendid indeed. A massive picture on the 205 square-inch CBS-Colortron Tube—a picture that compares with that of a 21" black-and-white Television Set. The colors are clean and glowing, the image is crisp and sharp—not just in the center (where any set is sharp), but right to the edge of the screen. What else do you see? Textures and qualities, the shimmer of a dancer's costume, the brilliance of uniforms at a football game. This is no mere shadow-

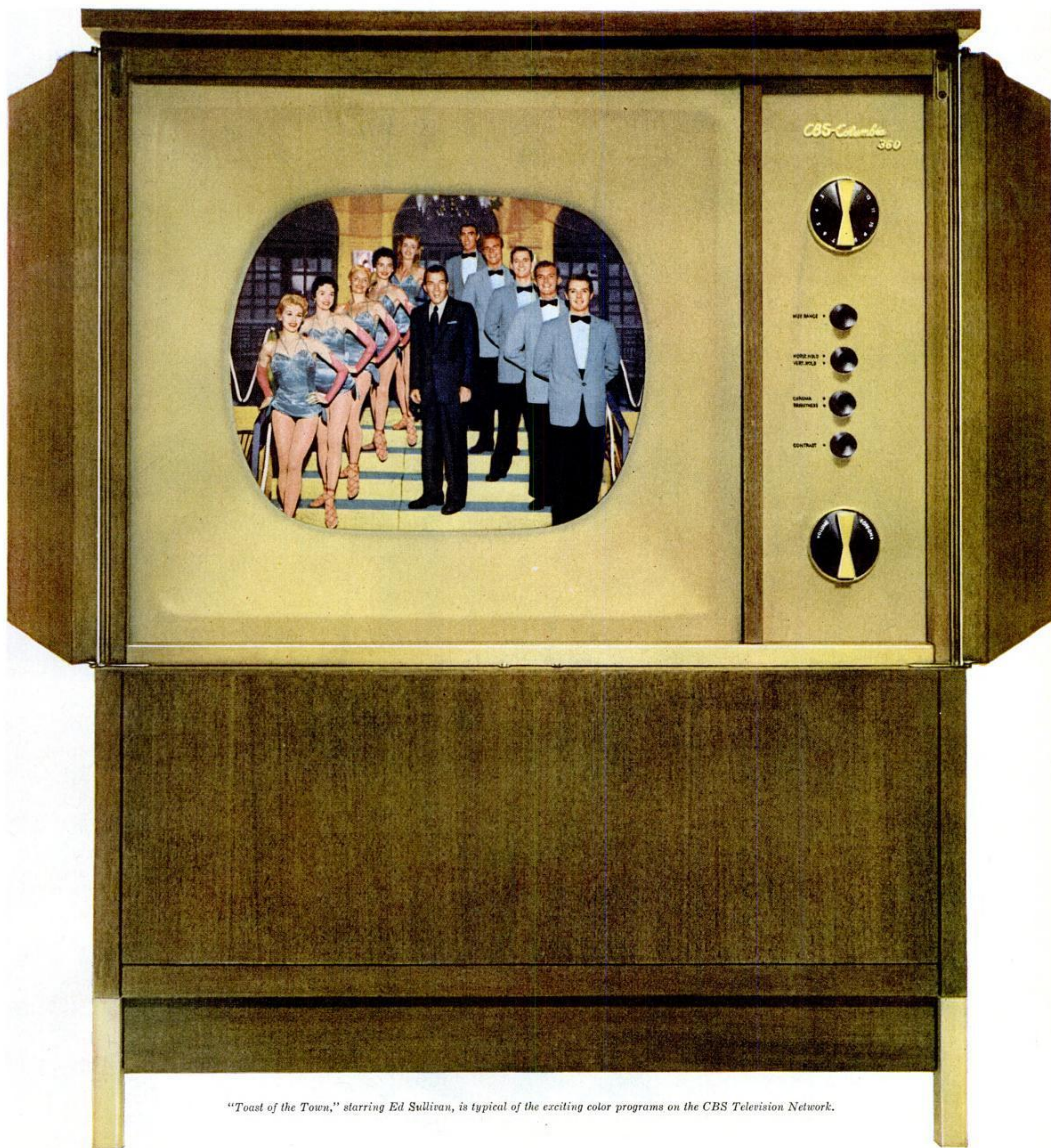


Price: Full-door console \$1100; open-face console \$1000; table model \$950; including Federal Tax and warranty. Cabinets by Paul McCobb.

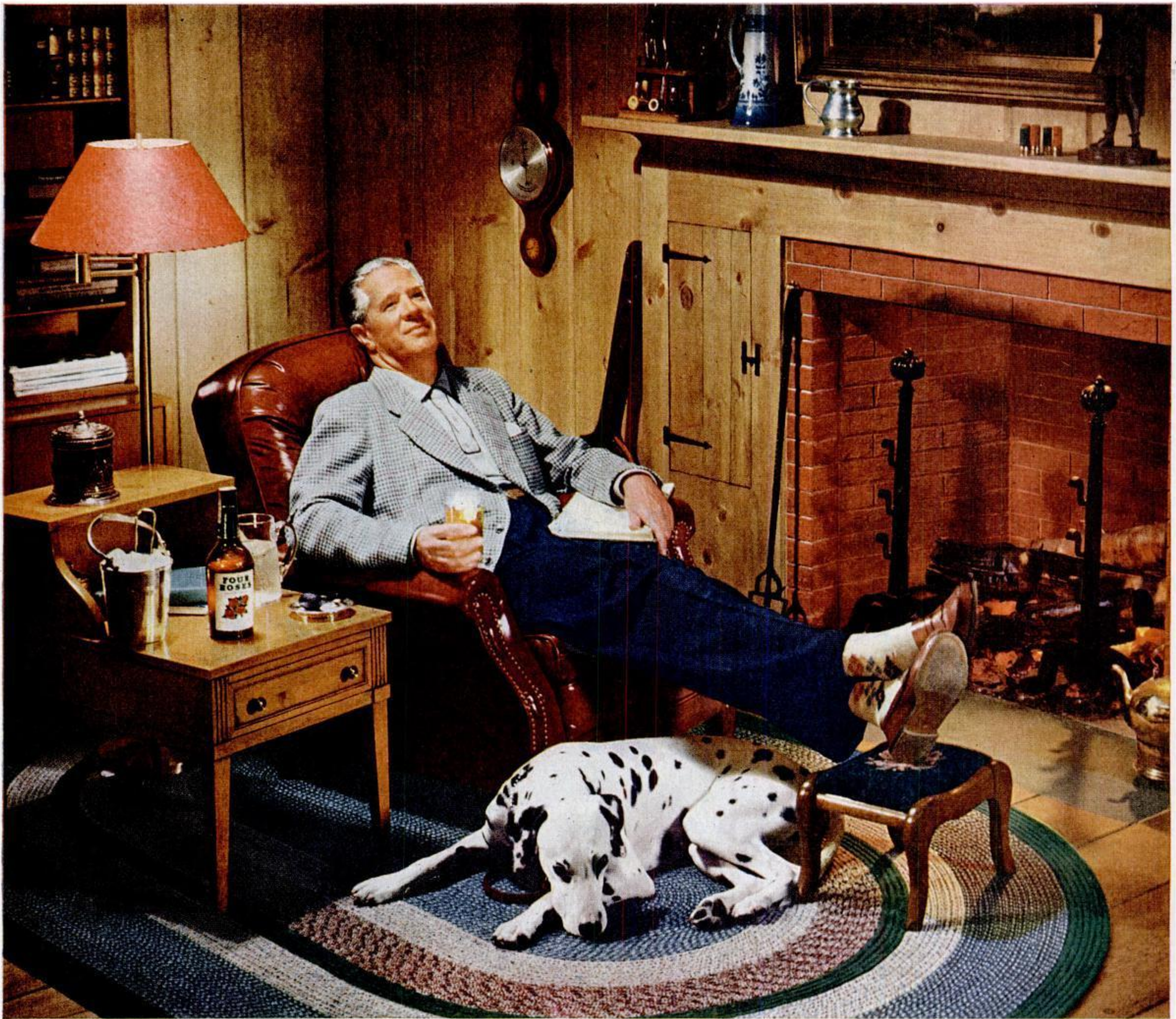
show, but a new kind of television, alive with the colors of reality. And with it you hear the true sounds of reality, reproduced by the exclusive "360"® Sound System with its *two* speakers and its room-filling presence—finest in all TV.

What do you see from the back of a CBS-Columbia Full Fidelity Color Set? You see the reason for the splendor of the show in front. Even a layman can detect here the look of authority, of a thing extraordinarily well made. Here you will find such refinements as a

curved screen-mask, an electromagnetically converged three-beam electron gun, and the exclusive Color Guard Circuit—hard words that make for easy viewing. Here is the worthy outcome of many years of research by CBS Laboratories, pioneers in Color TV. Think of this view when you buy a color set; it is the view a serviceman sees. He will see it very, very rarely if you choose (as you should) a **CBS-Columbia Full Fidelity Color TV Receiver.** CBS-Columbia—A Division of the Columbia Broadcasting System



"Toast of the Town," starring Ed Sullivan, is typical of the exciting color programs on the CBS Television Network.



Picture of a man thinking two months ahead

This man is not only enjoying the present moment to the utmost . . . but also getting a great idea for the future.

Christmas, you see, is "just around the corner." And—by tasting Four Roses *now*—you, too, will come to know

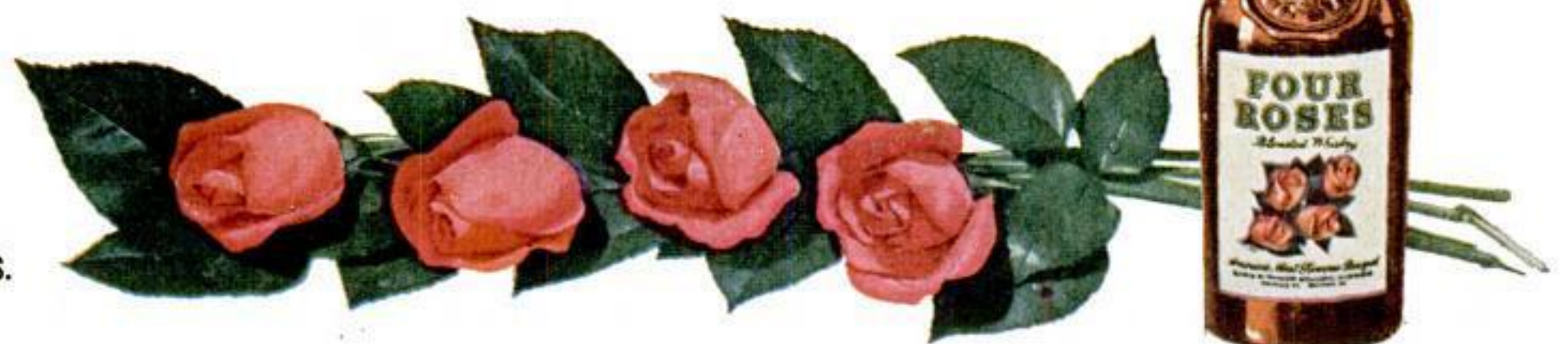
just why Four Roses is the one whiskey most men would rather get at Christmas time . . . why, in fact, it has long been America's *favorite* gift whiskey.

Try Four Roses today. You'll find out that . . .

the one thing you can't get (or give) in any other whiskey

is the flavor of **FOUR ROSES**

FRANKFORT DISTILLERS CO., N. Y. C. BLENDED
WHISKEY. 86.8 PROOF. 60% GRAIN NEUTRAL SPIRITS.





DESCENDING GINGERLY ON A SWINGING LADDER, JEAN CADOUX, AN ARCHITECT, MAKES HIS WAY DOWN 138-FOOT LENGTH OF SIXTH HOLE REACHED IN CAVE

SPELUNKERS HIT A NEW LOW

A group of young French explorers descend 2,963 feet in a cave to set a new world's record

In subterranean blackness a curiously clad figure worked his way downward in a cave, descending gaping holes on swinging ladders, fording icy streams, squirming through yard-wide crevasses. He was one of 27 young French spelunkers who, in a cave near Grenoble, hoped to break the 2,388-foot record set at the tragedy-shrouded Pierre St. Martin caves in the Pyrenees (LIFE, Oct. 26, 1953). At 2,313 feet they reached an impasse. A waterfall plunged down a 52-foot drop and there was no space to bypass it. Rigging a boom out to one side of the falls, they dangled a ladder from it, continued downward. What worried them most was a rainstorm above

ground. If the water worked its way down quickly, the underground streams would fill the passages and trap the explorers. But they got down to 2,471 feet, a new record, and came back up before the rain seeped down. They might have gone farther still but it was Sunday morning, the ascent would take all day, and the Frenchmen—among them a housepainter, an electrician and an accountant—were expected at work Monday as usual.

Two weeks later they came back, broke their own record by reaching 2,963 feet. With Frenchmen having descended to a record 13,287 feet underwater, France now holds all the world's reverse altitude records.

Service station proprietor Fred A. Short—Fred's Service, Los Angeles, Cal.—says: "If your oil filter's clogged like this, you're heading for trouble. Better put in a Purolator Refill Cartridge right away!"



RIGHT HERE, in the book that came with your car,* it says—

Change your Oil Filter every 5000 miles"

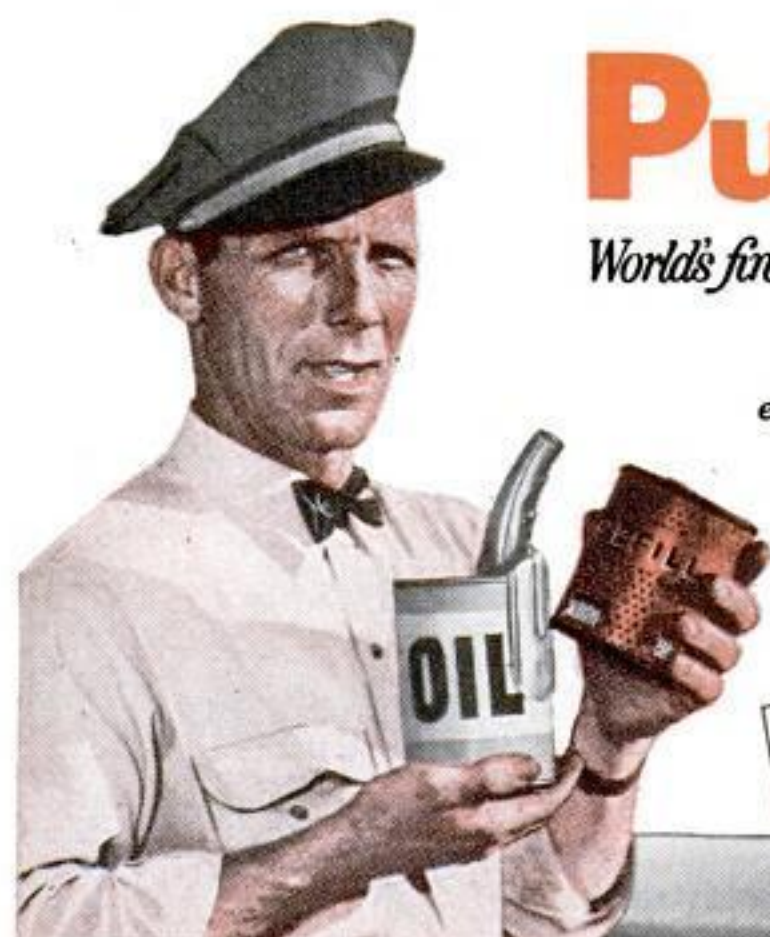
*17 of 18 leading car makers recommend oil filter changes at least every 5,000 miles, on the average, depending on car and driving conditions.

Don't risk costly engine repairs by neglecting your car's oil filter! Install a new Purolator Refill Cartridge every 5,000 miles, or less, to trap dangerous road dust, hard carbon and sludge out of the oil stream before they can damage delicate engine parts.

The Purolator Micronic Oil Filter

has up to 10 times more capacity than ordinary filters . . . traps gritty abrasives you can't see even under a powerful microscope. More car makers specify Purolator than any other oil filter.

Warning! If you've driven 5,000 miles since changing your oil filter, it's probably clogged. High time to ask your friendly service station, garage or car dealer to install a new Purolator Refill Cartridge! Takes just a few minutes. Costs as little as \$1.60.



PurOlator

World's finest OIL FILTER

"Of course, there's a Purolator engineered for every make of car," says Mr. Short. "We use them for all the cars we service."

MONEY-SAVING RULE: Check your Oil Filter every time you change your oil

"Purolator," "Micronic" Reg. U.S. Pat. Off. Purolator Products, Inc., New York, N.Y.; Toronto, Canada.

Deeper Underground CONTINUED



AN UNEARTHLY SCENE of strangely clad spelunkers and weirdly shaped stalagmites unfolds at 1,621 feet. Explorers wear waterproof suits to keep them



GREASE FOR WARMTH, applied before the descent, protected the men's bodies against the biting cold. On the trip they ate powdered cocoa for energy.

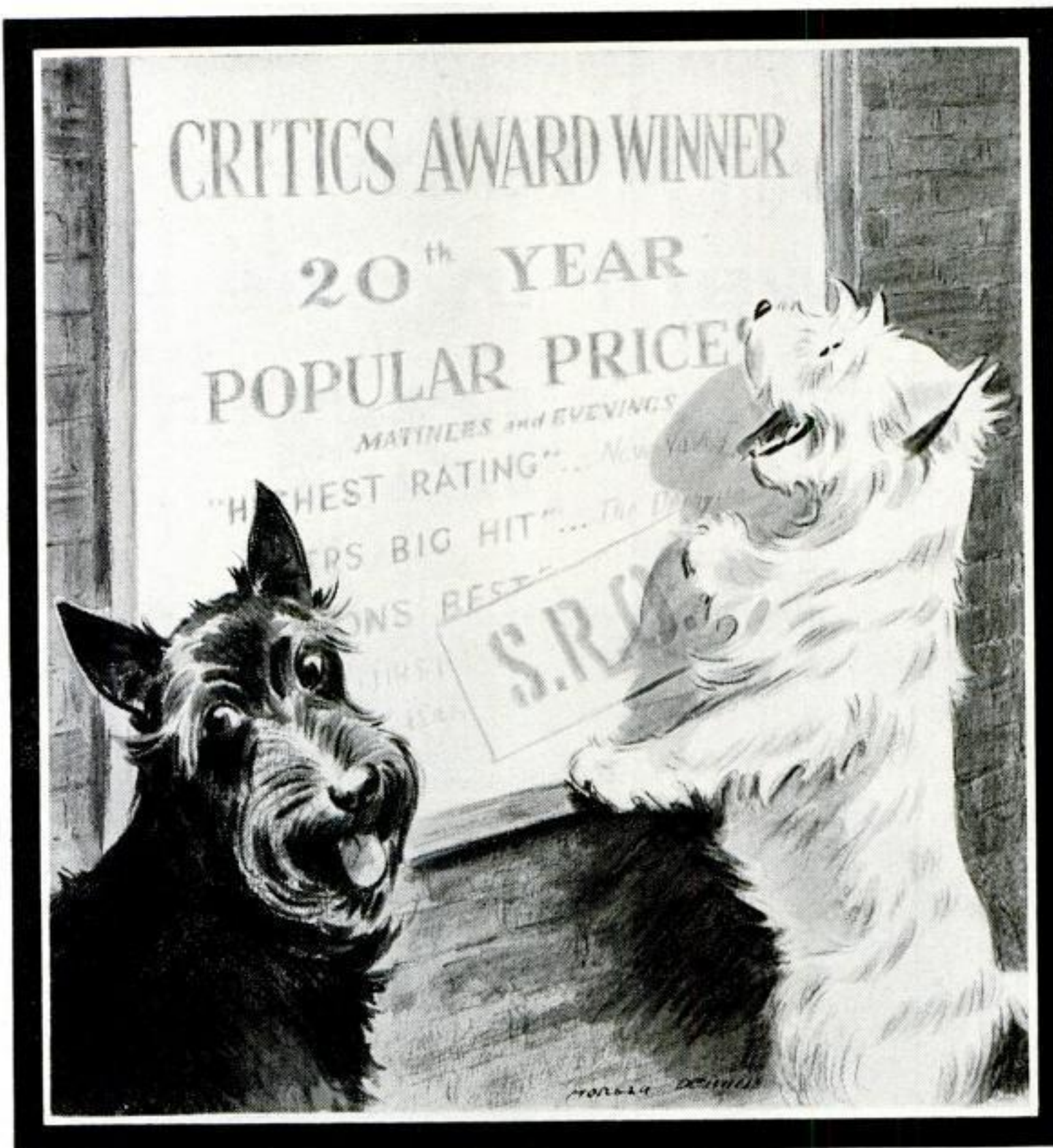


dry while fording streams and protect them from the incessant dripping water. They dip their feet in an underground lake to make sure shoes have no leaks.



HUDDLING FOR WARMTH at 492 feet, Jean Cadoux and Jean Lavigne bundle under a cape. Lamp between Lavigne's legs throws heat up under cape.

CONTINUED ON NEXT PAGE



BIG HIT... Year in, Year out!

"TALK ABOUT 'LONG-RUN' FAVORITES, WHITEY, HOW ABOUT THIS ONE?"



"RIGHT YOU ARE, BLACKIE, BLACK & WHITE SCOTCH WHISKY IS THE BIG HIT IN SCOTCH. EVERYONE KNOWS ITS QUALITY AND CHARACTER NEVER CHANGE!"



"BLACK & WHITE"
The Scotch with Character

BLENDED SCOTCH WHISKY 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS

ANOTHER EXCLUSIVE ENGINEERING
MIRACLE FROM EMERSON!

every TV feature
you want in one set
for only \$129⁹⁵



Emerson Model 1060, \$129.95



SEE IT FROM ANY ANGLE!

It's light...It's compact!

Carry it anywhere!

Place it anywhere!

These EMERSON TV Triumphs make YOUR second set possible!



MOST COMPACT SET EVER...

slimmest, trimmest cabinet ever designed...with a powerful, built-in antenna. This new Space-Saver is so easy-to-place in your home—so easy to shift around.



CURVED WIDE SCREEN...

viewers even way on the side enjoy a picture so clear, so sharp...they'll think they're at the movies. Curved wide-angle Cinevision screen makes this possible.



FULL-POWERED CHASSIS...

peak performance, everywhere! One knob gets full fidelity sound and picture automatically! Assures best monochrome reception of all programs, including color!



ALL-WOOD CABINETS...

in 4 rich finishes to blend with your decor...ebony, walnut, mahogany, limed oak! The front is all screen. Side controls are elevated, easy to see and reach!

Choose from over 60 distinctive 17", 21", and 27" models priced from \$129.95

Prices slightly higher South & West



New!

Two full-fidelity speakers
in one compact radio.
Twin-Speaker Full
Fidelity Model 812, \$29.95

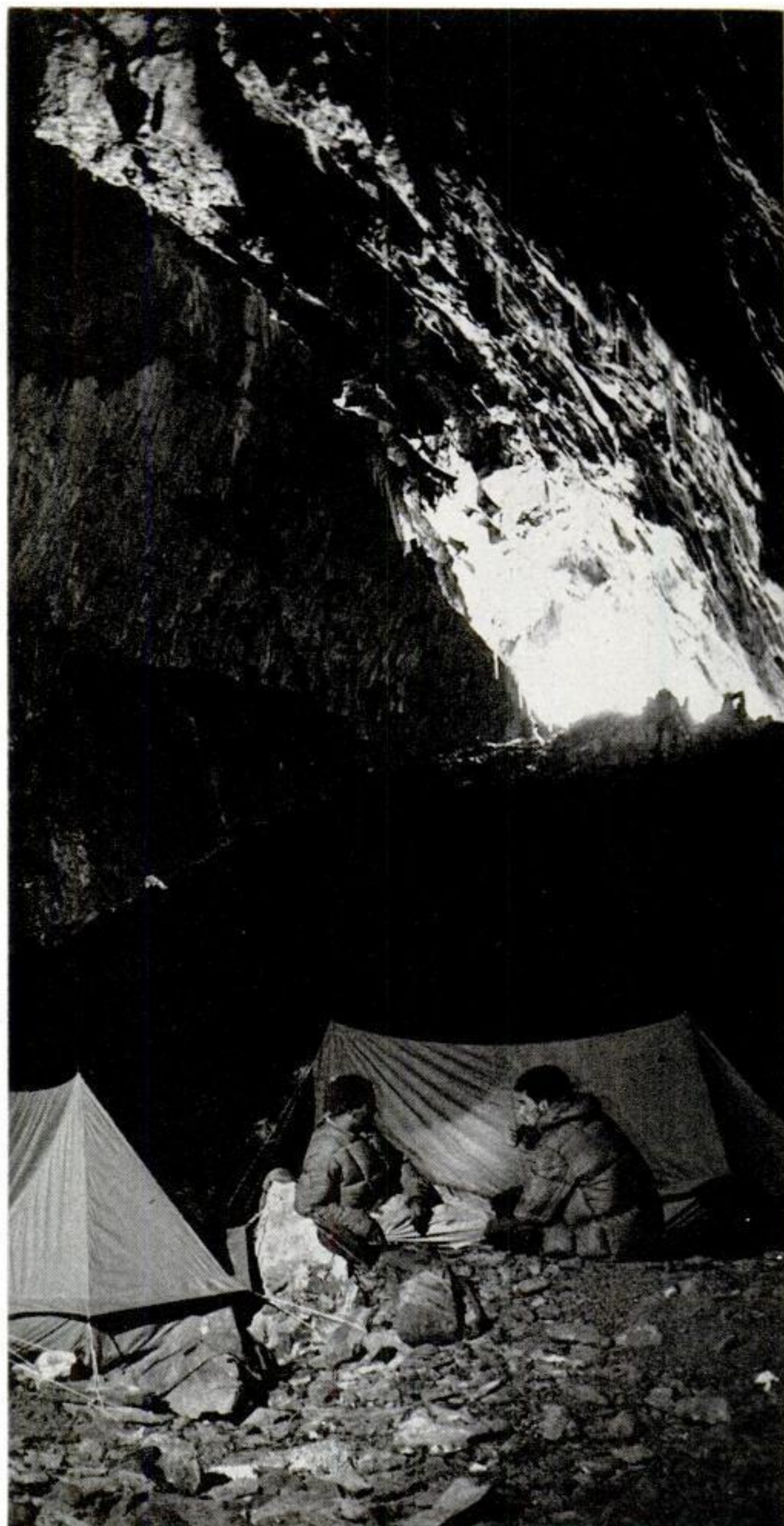
SHOP—LOOK—LISTEN—AND YOU'LL BUY

Emerson

EMERSON RADIO AND PHONOGRAPH CORP., N.Y., U.S.A. *REG. U.S. PAT. OFF.

Over 15,000,000 satisfied owners prove Emerson is America's Best Buy!

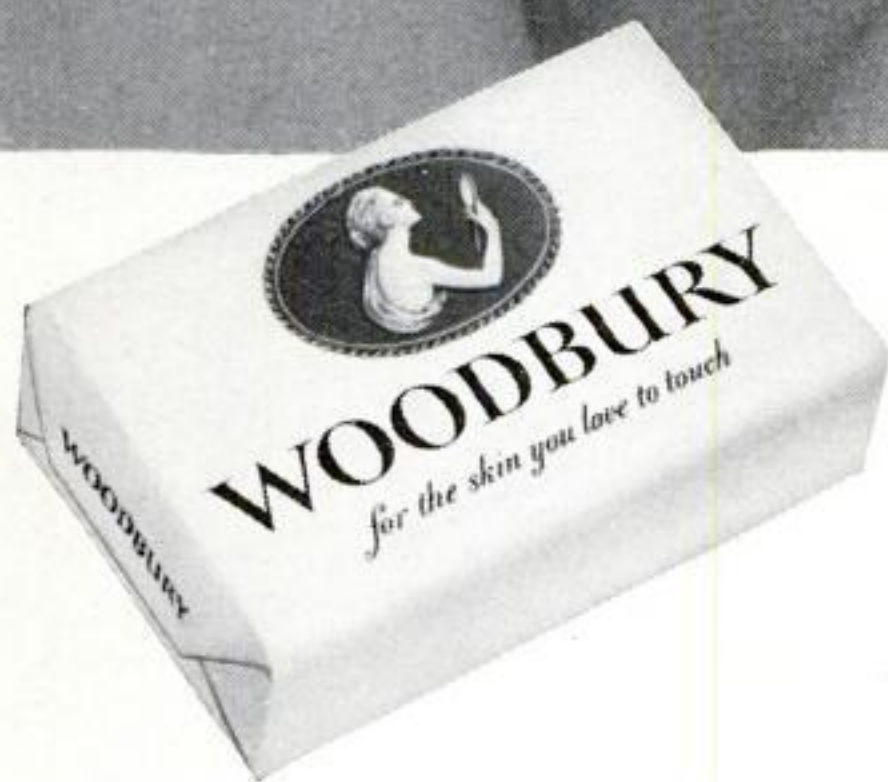
Deeper Underground CONTINUED



IN ALPINE-LIKE SETTING, expedition set up base camp 1,621 feet underground in cave with 230-foot-high ceiling. Tents helped keep men warm and warded off the dripping water. They rested here before descending farther.



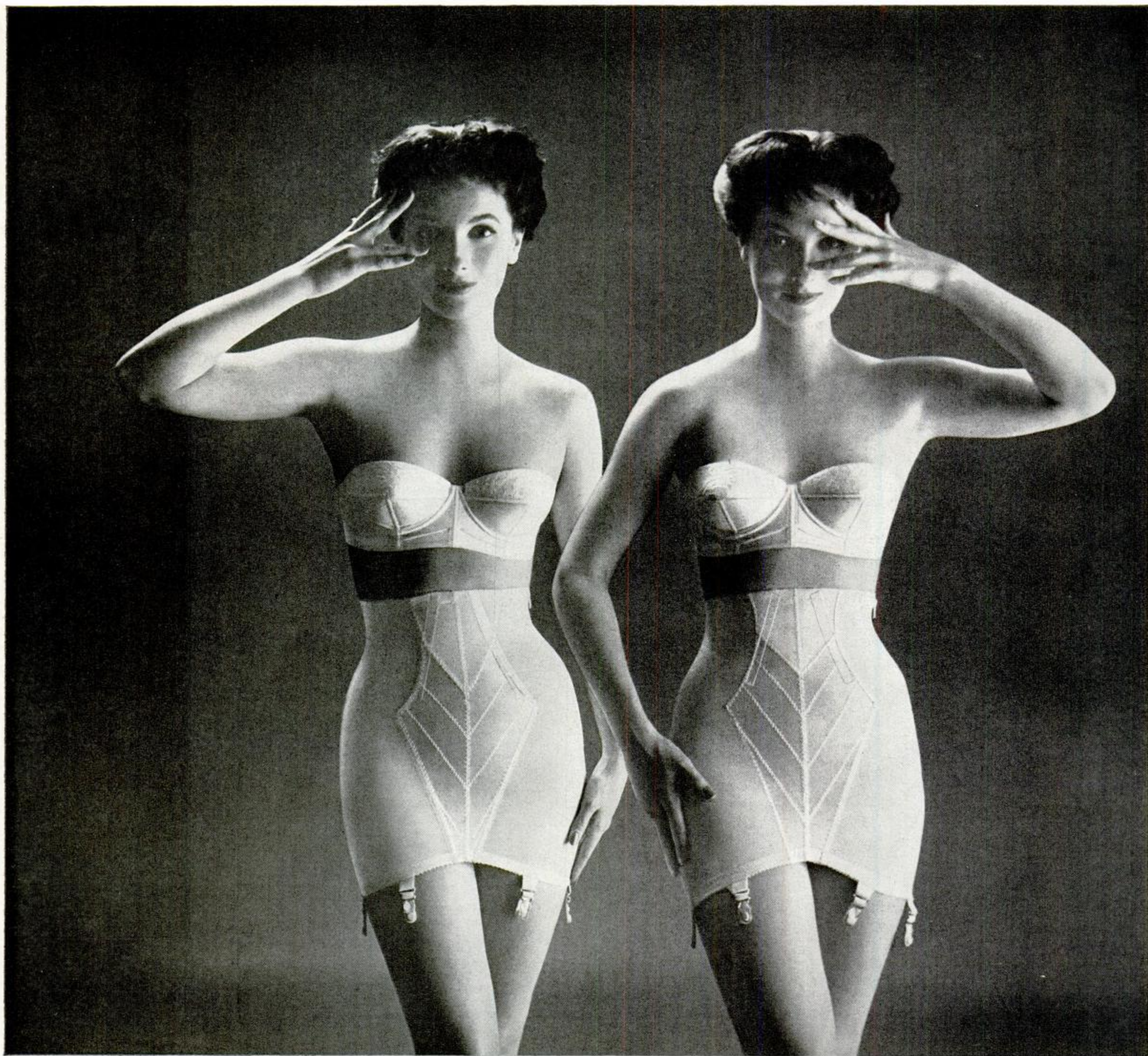
HAVING BROKEN ALL RECORDS, team which made final descent was photographed by one of its members. Then they went 10 feet farther down to 2,963 feet, deepest ever reached, plan to come back again to beat own record.



You've never had such beauty care...

Now your face can have both soap-and-water freshness and face-cream smoothness, too. New Woodbury Soap is enriched with seven face cream oils and emollients. They are intended to help replace natural oils you ordinarily wash away. You've never used a soap that would do so much to make your complexion lovely. And you've never had a head-to-toe beauty treatment as luxurious as a Woodbury bath. Its rich, mild lather leaves your skin velvet-soft. The lingering fragrance leaves it delicately perfumed. Start using New Woodbury Soap today "*for the skin you love to touch*"!

New Woodbury Soap is enriched with 7 face cream oils



Which twin has the tummy?

le gant
by
WARNER'S*

*REG. U. S. PAT. OFF.

Bras • Girdles • Corselettes

No fooling, one really does have a tummy (after all, it's not every girl who can live on black coffee and lettuce-leaves!). But who in the world could tell them apart—in Warner's newest LeGant*?

Now styled in *twin* versions! The sheerest power net for wee-waisted lovelies—and in a completely new elastic for the girl who likes some honest-to-goodness control. It's light but so persuasive, your tummy and all those extra inches simply *disappear*.

Which twin's nicest for you—just let *your* curves decide! Either way, you get the same

freedom-loving design—a girdle that's all supple-stretch from its shapely midriff right down to the satiny panels.

Why not see for yourself—the prices are sweet 'n light, too. Just \$12.50 for the power net version, \$13.50 for its new twin. Both at your nicest stores here and in Canada.

(Left) #813. Warner's LeGant in the original sheer white power net with supple elastic panels. \$12.50. (Right) Its new twin in persuasive Leno elastic. #803—\$13.50. The bra, Warner's newest Merry Widow strapless, #2088 at \$3.95.



JONES WATCHED BUT DID NOT SHOOT

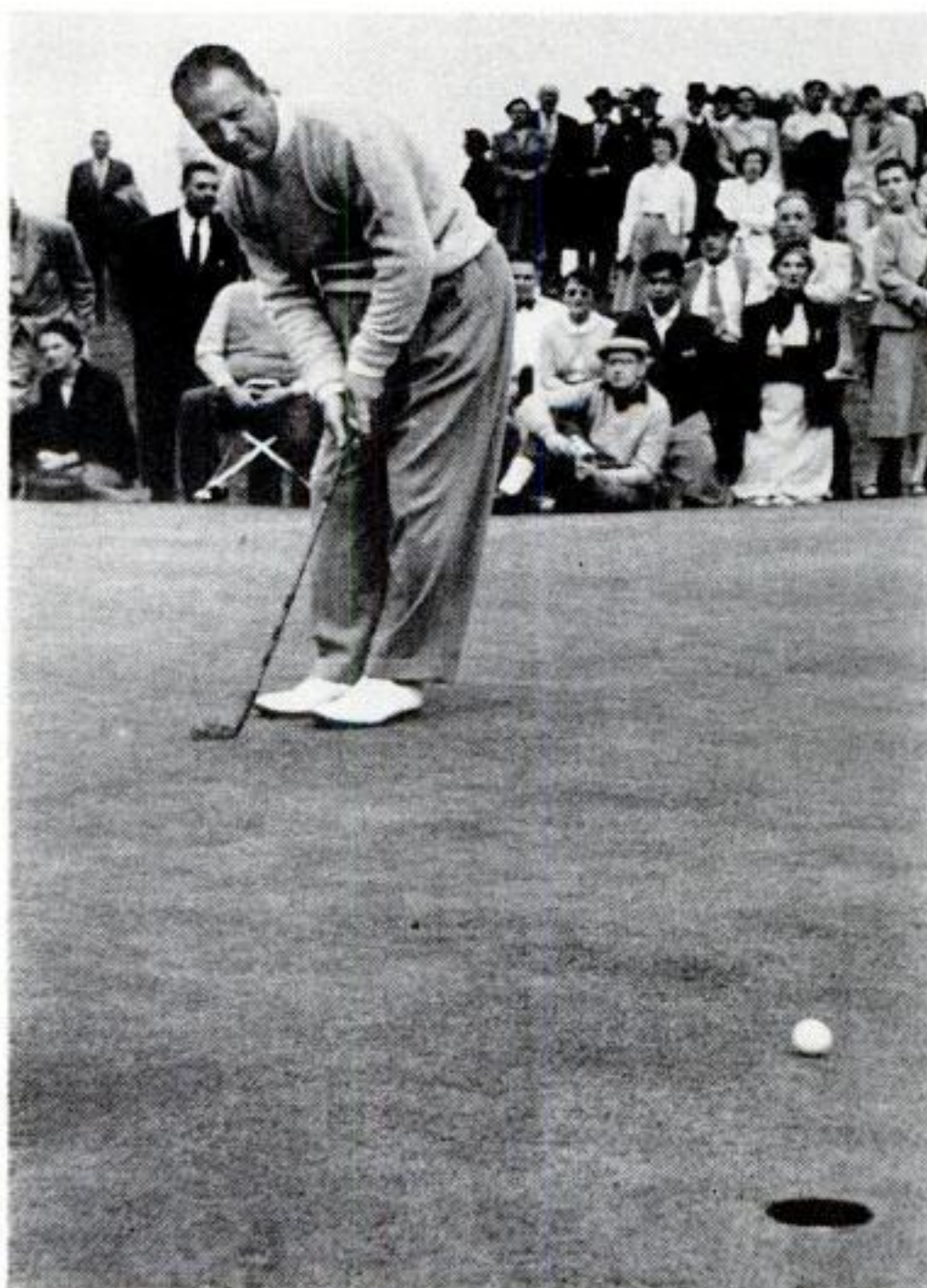
EPIC PUTT REPLAYED

Four old pros try Bobby Jones's 1929 shot

On a green where, a quarter of a century ago, the greatest American golfer faced one of his toughest moments, four grand old men of golf last week tried to duplicate a historic shot. In the 1929 U.S. Open at Winged Foot Golf Club in Mamaroneck, N.Y., Bobby Jones came to the 18th green having dismally blown a big lead. To tie, he had to sink a 12-foot putt on a fast dipping green. In what Grantland Rice, writing for *SPORTS ILLUSTRATED* just before his death, called "Golf's Greatest Putt," Jones sank the shot, went on to win the play-off. To re-enact the putt, four players (*below*) in that Open used Jones's famous old putter, Calamity Jane. There to watch them all miss was the man (*left*) who sank the ball when it really counted.



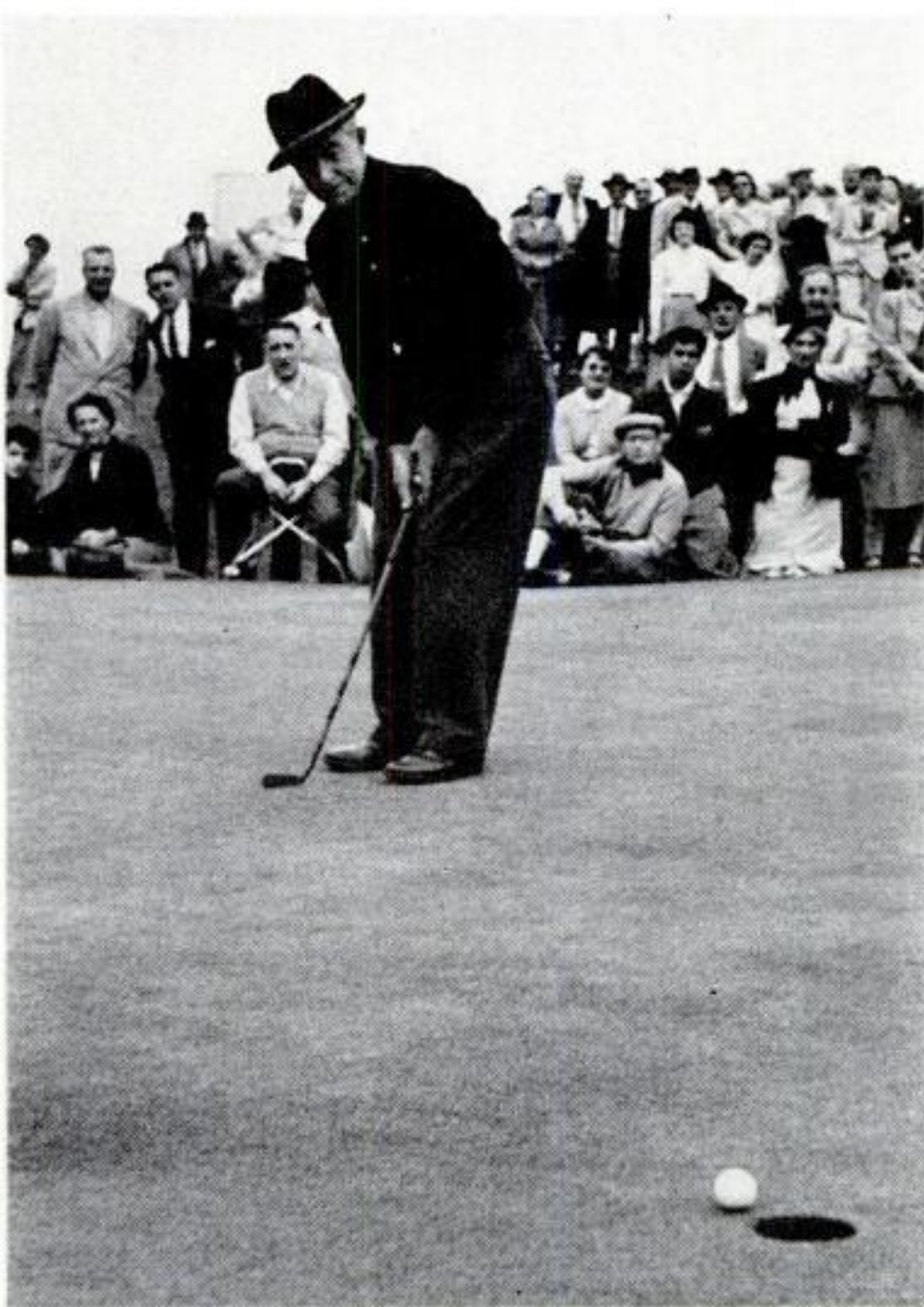
KNICKERED GENE SARAZEN HIT STRAIGHT FOR HOLE



CRAIG WOOD'S SOFT SHOT CURLED OFF TO THE SIDE



TOMMY ARMOUR'S SHOT RIGHT ON LINE WAS SHORT



JOHNNY FARRELL, THE 1928 CHAMPION, CAME CLOSE

**NOW REMOVE
DANDRUFF...
BRIGHTEN YOUR
HAIR UP 35%
with the very first shampooing!**



A SINGLE SHAMPOOING with new milder Fitch Dandruff Remover Shampoo will brighten your hair up to 35% ... remove loose dandruff and recondition hair at the same time.



FOR CLEANER SCALP, dandruff-free hair, use Fitch Dandruff Remover Shampoo. The only shampoo *guaranteed* to remove ugly dandruff with just *one* lathering or money back.

**Only FITCH guarantees
cleaner, brighter hair...
free of ugly dandruff!**

Think of it! Scientific "Reflectance" tests prove new milder Fitch Dandruff Remover Shampoo brightens hair up to 35%! Yes, brightens hair up to 35%—and it's guaranteed to remove every trace of dandruff too, with just *one* lathering or your money back!

Most amazing, new milder Fitch is so gentle, it's wonderful for baby's hair! So, if you have only used Fitch when you really wanted to get your hair clean—if you thought it was too harsh and strong to use regularly—listen! New milder Fitch is so gentle, so free of bite and sting, you can use it *every* single time you wash your hair!

Reconditions too!

What's more, its remarkable reconditioning action leaves hair softer, easier to manage, inclined to wave.

Get a bottle of this new milder Fitch Dandruff Remover Shampoo. If you're not delighted with how it brightens your hair up to 35%—how it removes loose dandruff too, in just one lathering—return unused portion for full refund from manufacturer.

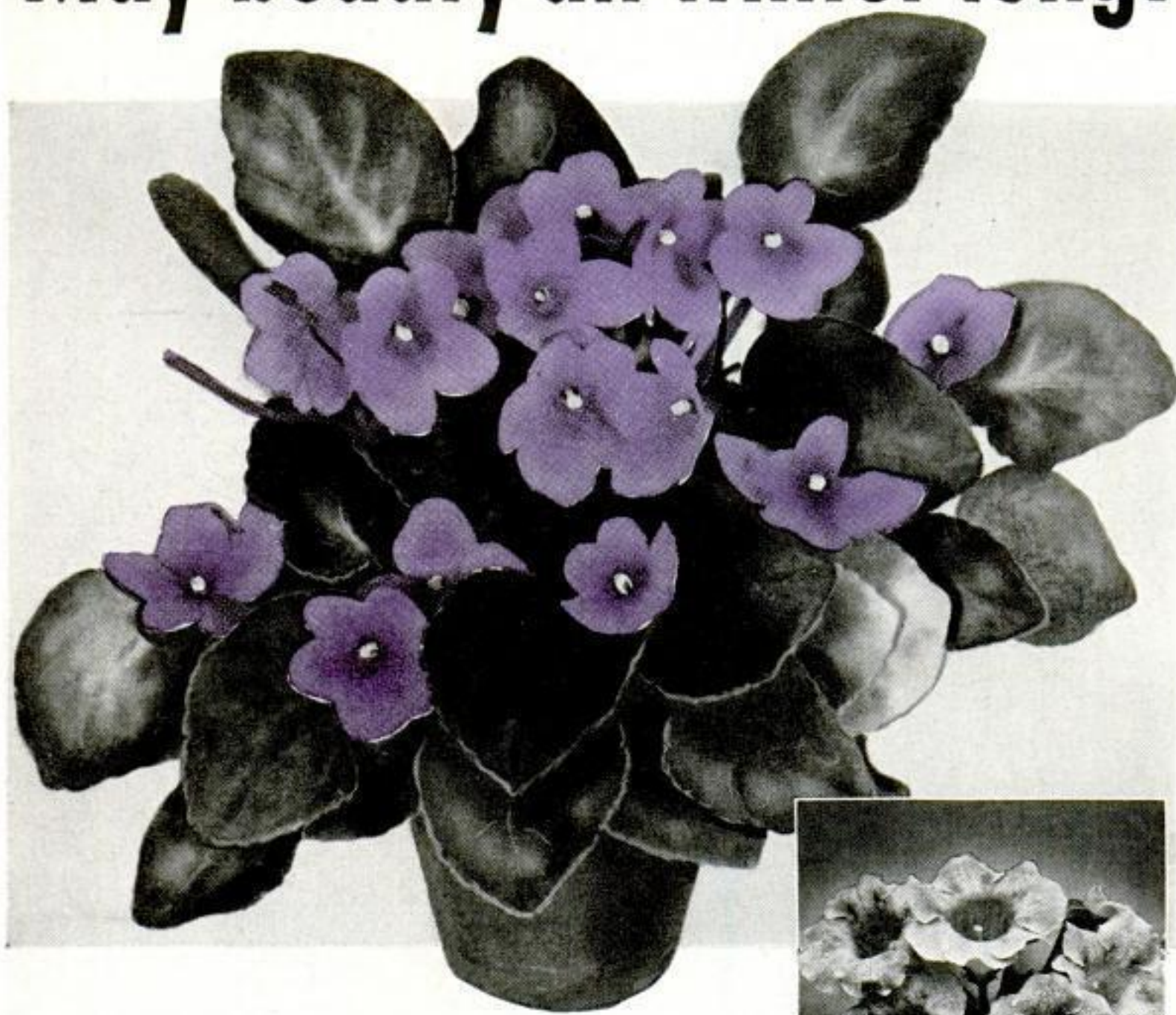
Also ask for a Fitch shampoo at any Barber or Beauty Shop.

**IMPROVE HAIR LOOKS
or money back!**

Now—with tiny, snow-white, odorless tablets



FEED house plants to May-beauty all winter long!



Don't let your house plants starve during the fall and winter. If you love them, keep them healthy and beautiful. Millions know the secret of bringing May-beauty and blooms to house plants all winter long. That secret is Plantabbs, world-famous odorless tablets that bring plants nourishment they're hungry for.

Horticulturists Know the Secret

Horticulturists can tell you why Plantabbs are essential for successful growth. They know that—especially during cold weather—plants and flowers must have extra nourishment—*vital food elements* that help to make up for the soil deficiencies, home heating, temperature

changes and insufficient life-giving sunlight.

Vital Nourishment Goes Direct to Plants!

Plantabbs feed your plants these vital elements quickly, easily, *directly*. Each tablet is a balanced, concentrated combination of "growth" plant foods. 11% nitrogen for greener leaves and stronger stems. 15% phosphoric acid for deep, firm roots and lovelier blooms. 20% potash for vivid color and good posture. *Plus*—each tablet is fortified with magic Vitamin B₁—an extra assurance of healthy plants.

Astonishing Results!

So easy to use! Once a week just push a Plantabbs into soil near stem of plant. Normal watering dissolves tablet. Steady feeding brings unbelievable results with all plants—indoors or out.

All over the world, plant, flower and vegetable growers

**If dealer can't supply
SEND \$1 FOR
FULL WINTER'S
SUPPLY**

Plantabbs, Dept. LK,
Baltimore 1, Md.



GLOXINIA



PHILODENDRON

use Plantabbs all year 'round. You'll see why as soon as you start Plantabbs feeding.

Money Back Guarantee!

Get a package today. At food, drug, variety, hardware, seed stores or florists. 25c, 50c, \$1.00, \$3.50.

If not completely satisfied return unused portion and your money plus postage refunded immediately.

Praised by Thousands!

"My plants on my sun porch are the talk of the Lake."

—Bloomington, N.J.

"Plants never bloomed before ... now coming out beautifully."

—Wakefield, Mass.

"My Angel Wing Begonia is only 1 year old, yet 6 feet tall. Only nourishment is water and Plantabbs."

—Springfield, Oregon.

LIFE ON THE NEWSFRONTS

"Affair of leaks" plagues France, Communists



WELL GUARDED, SPY COURIER BARANES STARTS FOR PRISON

Spies, doubled and tripled

A fantastic cast of characters—politicians, cops, spies, double spies, perhaps even triple spies—marched into a French military tribunal last week and confessed, denied or merely sputtered their stories of *l'affaire de fuites*, the affair of the leaks. There were René Turpin and Roger Labrusse, simple left wing civil servants accused of swiping the secret documents of the nation's highest defense council; André Baranès, the Communist newspaperman accused of turning the secrets over to his party bosses and also to the police; Emmanuel d'Astier de la Vigerie, the aristocratic baron editor of a pro-Red newspaper, accused of introducing one spy to another; Alfred Delarue, the amazing former Gestapo agent who escaped from prison and spent all his time spying on and trying to frustrate the Communists; André Hugues, the conservative deputy who hid the Communist reporter when police were hunting for him under the impression he was hiding him from the Communists. It all sounded almost farcical but behind it was a serious fact: the military secrets of France were not secret.

Joseph Sidney Petersen Jr., who for 13 years has been an employe of the supersecret National Security Agency, was arrested by FBI agents on charges of improperly obtaining government secrets "with intent or reason to believe" that they would be used to aid a foreign nation. A native of New Orleans, Petersen had been working on his job at the agency until nine days before his arrest when he was dismissed as a result of the FBI investigation. What the secrets were or which nation was likely to benefit from them the government refused to reveal, but the agency, whose major job is cracking diplomatic and military codes of other nations, is an important communications center, keeping track of ships on distant seas and foreign broadcasts.

The Reds get a capital

In Hanoi, after almost a century of French colonial rule, pictures of Malenkov suddenly blossomed in the streets and many houses stood shuttered and vacant. Six U.S.-made trucks brought the first Red police into town and the Communists began to take over in accordance with the Indochina truce agreement signed in Geneva. Everything passed in cool correctness. The Communist and French officers stiffly saluted one another before the Reds were sent from central headquarters to the city's various precincts. But there was bitterness on both sides as the 80-day transfer was completed. The Vietminh charged the French with removing 400 tons of vital communication equipment, while some 200 French technicians complained of being kept on duty against their will to insure the Reds' getting the water, gas works and other public utilities in good operating condition. Of Hanoi's 6,000 French civilians only about 50 stayed. Of the city's 300,000 Vietnam population some 30,000 to 40,000 had departed. The Reds, happy in their new possession, announced that Hanoi would be their new capital and confirmed a report from India that Vietminh leader Ho Chi-Minh would meet Prime Minister Jawaharlal Nehru there on Oct. 17.



PLANTABBS

COMPLETE PLANT FOOD TABLETS

OF THE WORLD

take Hanoi, the Supreme Court loses a Justice

Marian Anderson, who has won many battles against discrimination, was signed as the first Negro to sing with the Metropolitan Opera Company. She will appear in Verdi's *Masked Ball*. She said excitedly in the third-person form she often uses, "One wanted to sing opera—at the Metropolitan, if that could be. Now one is speechless."

Housing scandal spreads

Probing about in the mess that was in Washington, the Senate Banking and Currency Committee heard amazing testimony. Witnesses said that Clyde L. Powell, ousted assistant commissioner of the Federal Housing Administration, banked \$138,365 more than his salary from 1945 to 1954; that Ian Woodner, Washington builder, had used part of an FHA-insured loan to hire detectives to shadow his then wife; that Congressman Prince H. Preston of Georgia had made \$46,700 on a \$2,300 investment as silent partner in a construction project. As testimony continued, the Justice Department announced establishment of a special unit to speed countrywide investigation of the scandals.

At his home near Yokohama, Yukio Ozaki died last week in his 96th year. Millions of Americans had reason to note and bless him. As mayor of Tokyo, in 1911 he shipped 3,000 cherry trees as a goodwill offering to the city of Washington. Every spring along the banks of the Potomac, Yukio Ozaki's cherry trees still bloom.

The Court loses a Justice



ROBERT H. JACKSON

An able trial lawyer, Robert H. Jackson came to government with the New Deal, served in the Bureau of Internal Revenue and as attorney general. As solicitor general, he tried 44 cases before the Supreme Court and lost only six. In 1941 President Roosevelt made him a member of the court and in 1945 President Truman sent him to Nürnberg as U.S. prosecutor of the German war criminals. Driving to the court last Saturday Justice Jackson suffered a heart attack. He stopped at the home of his secretary and there, shortly, he died at the age of 62.

A 6-year-old American boy, Stephen Rutter, son of the second secretary at the U.S. embassy, may soon have the assignment of smacking the future King of England on the nose. The time has come for Prince Charles, 5 years old and weighing about 40 pounds, to learn to defend himself, and young Stephen, 6 and weighing about 45 pounds, has been selected as one of the royal sparring partners. He was chosen by Percy Sage, games master at a fashionable school in Eaton Square, who will supervise the lessons.



YOUNG RUTTER SQUARES OFF IN MOCK COMBAT WITH BROTHER

predicting the future...



With or without tea leaves we can predict there will be vast changes in industries and individual companies in the years to come. Anyone who thinks he can buy stocks and forget about them is unrealistic.

Don't let the constant supervision that your securities require go by default because you haven't got the time. Use professional help.

* * *

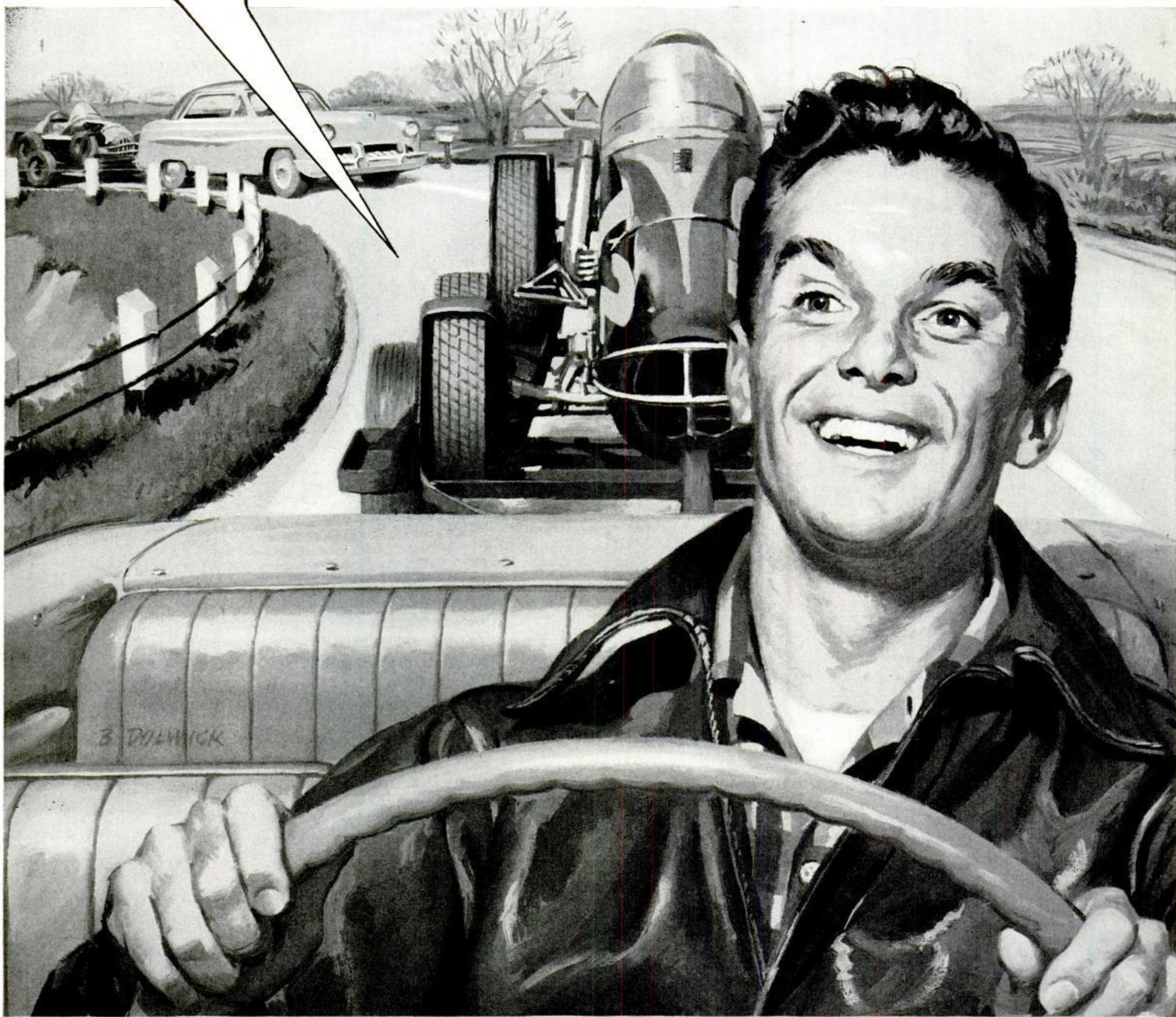
The Member Firms of the New York Stock Exchange spend millions of dollars annually in an effort to provide intelligent help to you with your investment problems. This is done for you. Why not take advantage of it?

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Today's Methods For Today's Markets

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WHAT A POWERFUL DIFFERENCE THIS HIGH-OCTANE GASOLINE MAKES!



Home from the races . . . with a pocket full of prize money and a tank full of high-octane gasoline. Like all men who make engine power their business, this driver knows the value of a fuel with a high octane rating. You see, the amount of power a gasoline can deliver depends on its octane rating. So, no matter what other qualities you want in your fuel . . . make sure it's a *high-octane* gasoline . . . "Ethyl" gasoline. You'll enjoy full power, full performance, full driving pleasure.

ETHYL CORPORATION
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*Enjoy full power
use high-octane
"ETHYL" gasoline!*

THE SHORT HAPPY MARRIAGE OF MARILYN AND JOE



JANUARY—AND SO THEY WERE WED



A HONEYMOON IN JAPAN



SOMETHING FOR THE BOYS IN KOREA



JOE IS NEVER FAR AWAY



SEPTEMBER—SMILES BEFORE THE END



MOB OF NEWSMEN AND CAMERAMEN TEAR UP THE DIMAGGIO FRONT LAWN AS MARILYN COMES OUT

LAST SCENE: EXIT UNHAPPILY

Even for Hollywood, where unhappy endings to the real love stories come with almost unseemly haste, this ending seemed abrupt. It was only last January that the press was mobbing the San Francisco city hall, waiting for Joe DiMaggio and Marilyn Monroe to emerge as newlywed man and wife. Now the press was gathered again in front of the DiMaggio home in Beverly Hills, waiting for Joe and Marilyn to come out as newly-separating man and wife.

Nobody had been surprised when they got

married—they had been going with each other for two years. Nobody doubted their love—they had smiled happily through their married life (*left*). And almost nobody professed surprise when they broke up—the conflict in their two careers seemed inevitable.

A tearful Marilyn came out the door of 508 North Palm Drive to face dozens upon dozens of newspapermen and photographers. "The biggest thing since Doug and Mary broke up," said a proud press agent at Marilyn's studio,

AN UNHAPPY MARILYN, WITH LAWYER JERRY GIESLER, KEPT REPEATING, "I CAN'T SAY ANYTHING"



GET Better Shaves USE Fewer Blades!

because all 3 **MENNEN SHAVE CREAMS**
wilt toughest whiskers extra soft!



Want easier shaves? More comfortable shaves? Closer, long-lasting, more economical shaves?

Then you want one of the 3 great Mennen Shave Creams — Lather, Brushless, or Lather Menthol-Iced. No other shave creams give you such shaving comfort — *and this big bonus:* they actually make razor blades last longer!

Even the best razor blades get dull quick if they must cut tough, unsoftened whiskers. But the special beard-

softening action of Mennen Shave Creams makes soft work for any blade — keeps blades sharp longer!

PROVE IT—AT OUR RISK!

Buy a tube of Mennen Shave Cream today. Test how many good shaves you get per blade. If you don't get more good shaves per blade with Mennen than you are getting now, mail us the unused portion of the tube — we'll refund your money in full.

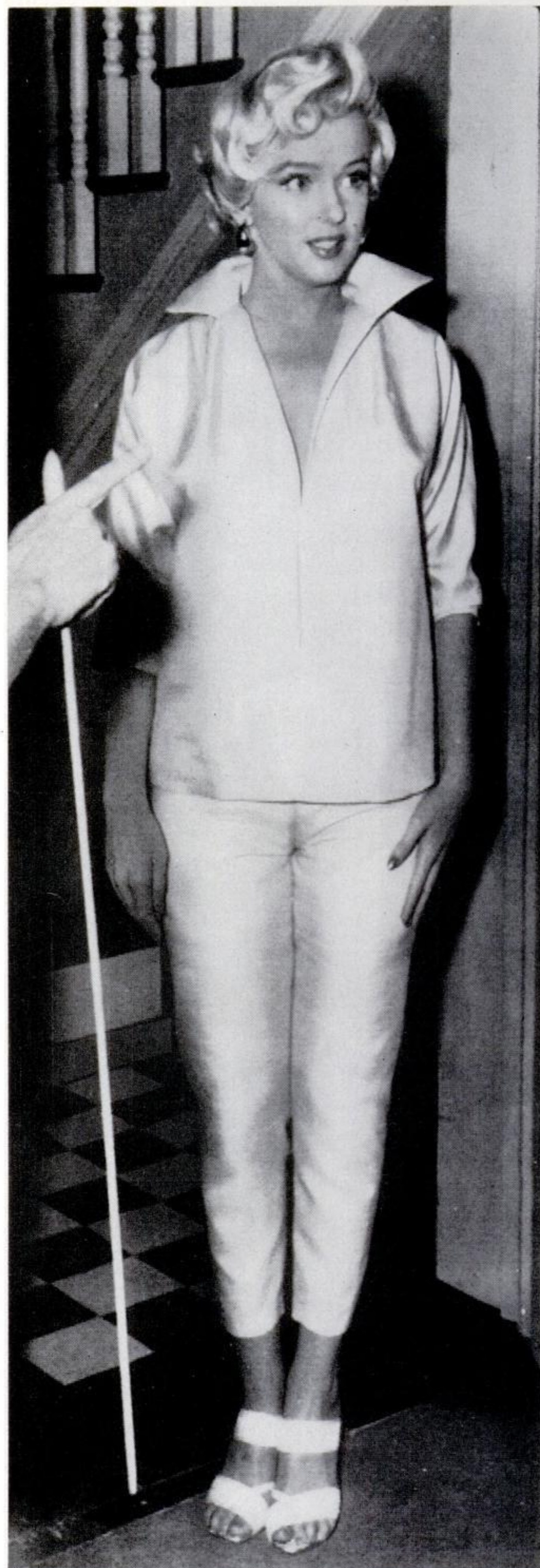
THE MENNEN COMPANY, MORRISTOWN, N. J.



(Also available in Canada)

Lather Regular 35¢ and 53¢ • Brushless 31¢ and 47¢ • Lather Menthol-Iced® 53¢

MENNEN *shave creams* FOR MEN



TROUPER MARILYN returns to work on *The Seven Year Itch*, in which she plays seductive "girl upstairs" trying to snare a "summer bachelor" neighbor.



Honey tastes good on pudding. But even without honey, more children eat Jell-O Puddings than any other kind.

More mothers like to serve them—because they are good for children . . . and easy for mothers to make.

Won't you try some soon?



Vanilla
Chocolate
Butterscotch
Lemon
Coconut Cream

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Sparkling *Seven-Up* and Popcorn!



"Fresh up" with Seven-Up!

Sparkling, crystal-clear 7-Up is just the thing with popcorn for a quick, tasty snack. Seven-Up is so pure and wholesome it's perfect for *all* ages. *You like it ... it likes you.* Get 24 bottles at a time—enough for family and guests. Buy it by the case. Or get the handy 7-Up Family Pack. Easy-lift center handle, easy to store. Buy 7-Up wherever you see those bright 7-Up signs.

Copyright 1954 by The Seven-Up Company



COMEDIAN CAESAR GIVES LAST MINUTE INSTRUCTIONS BEFORE SHOW TIME TO HIS MUSICAL DIRECTOR BERNIE GREEN (BACK TO CAMERA) AND REST OF STAFF

SID AND IMOGENE GO IT ALONE

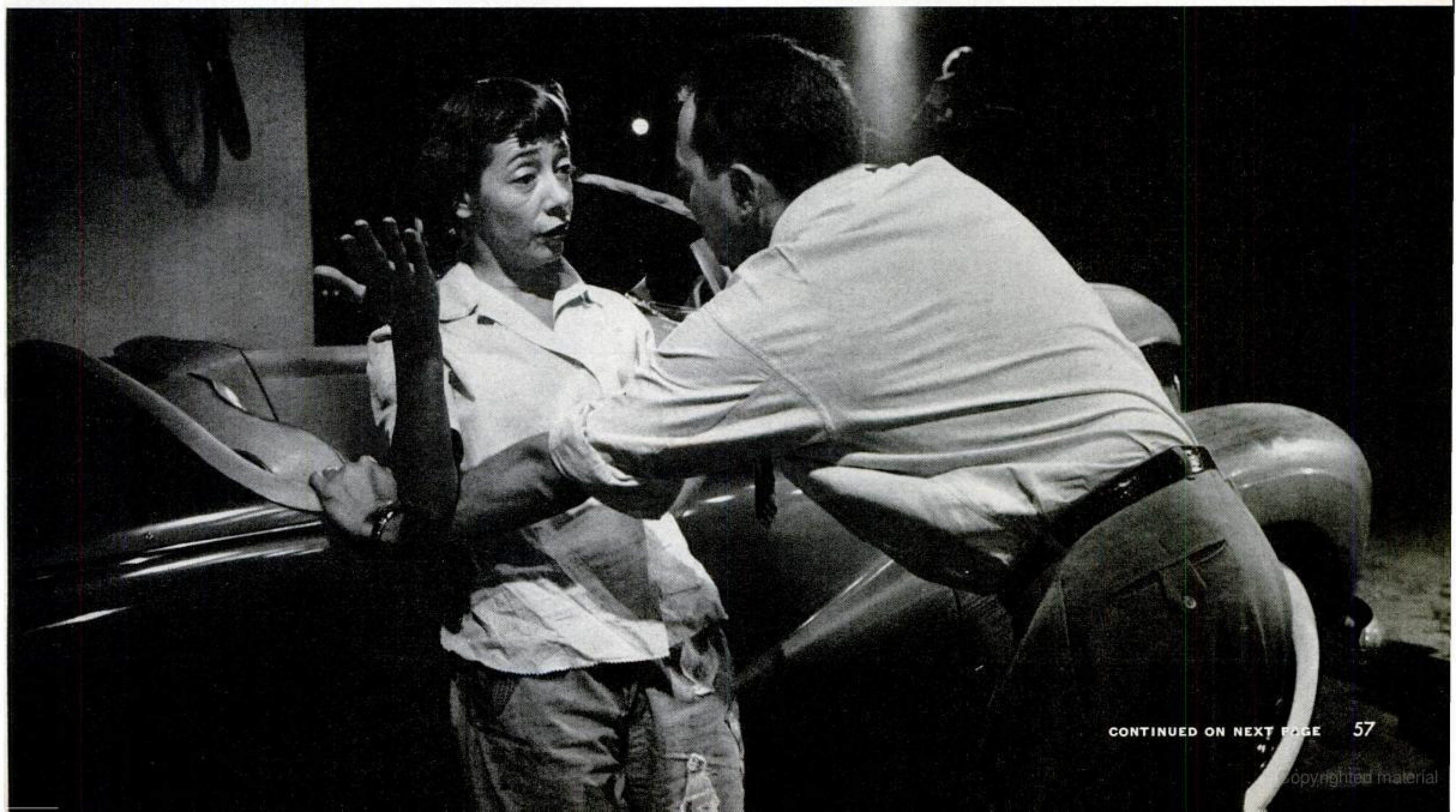
Eager Caesar likes running his own show, rueful Coca worries and the results to date are mixed

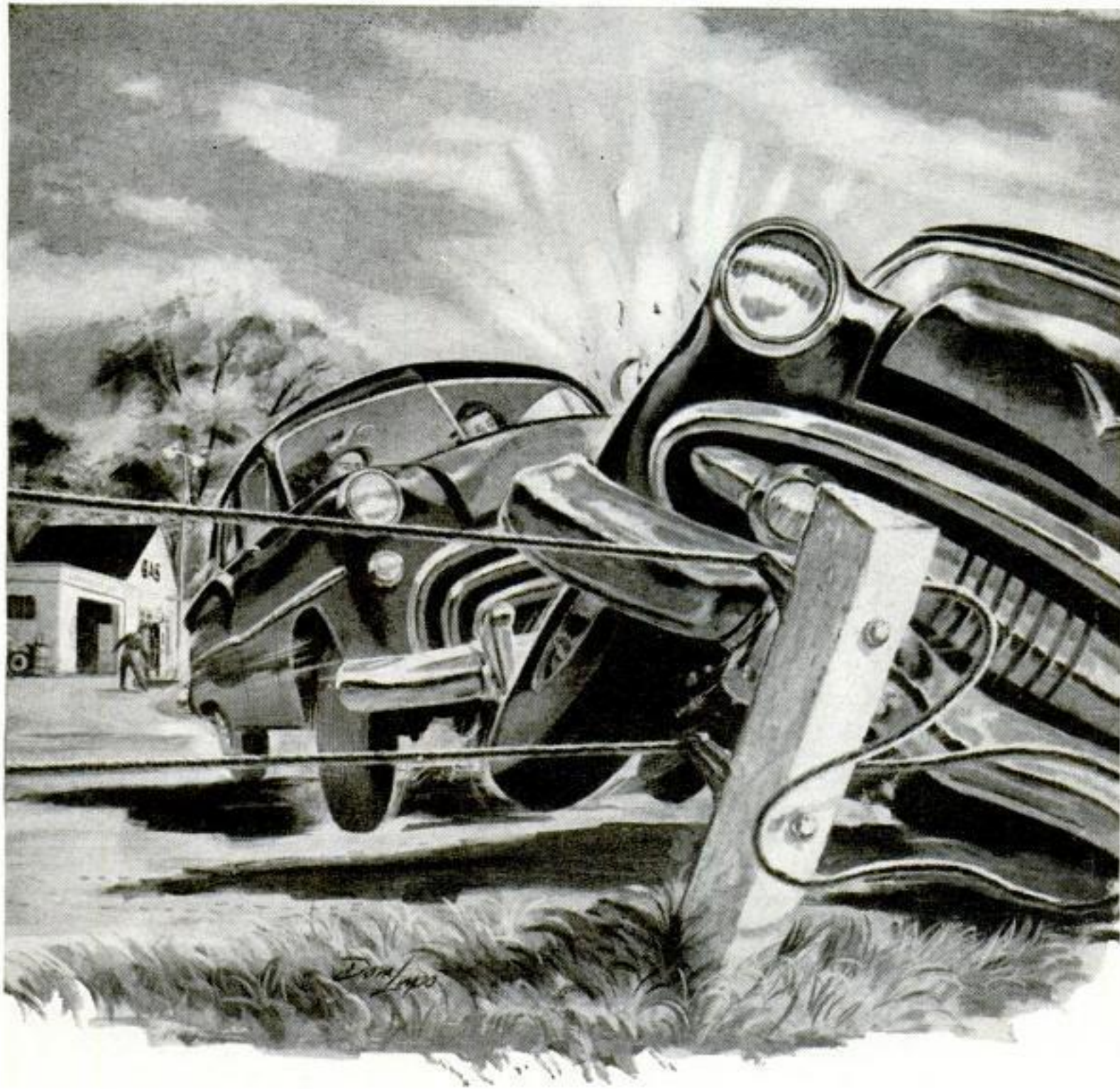
When the comedy team of Sid Caesar and Imogene Coca split last spring (LIFE, June 21) after five years of brilliant collaboration on TV's *Show of Shows*, the question that worried their many admirers was: how would they make out going it alone? Caesar, who had wanted for some time to run his show, ignored the doubtful worriers. With great zest he took command of everything—writing, directing, producing—dominating the set (above), enjoying his lavish suite of new offices which cost \$100,000 to equip and decorate (p. 63). The first *Caesar's Hour* (Mon. 8 p.m. E.S.T.,

NBC) would have been much better as a half hour. But on his second show Caesar sparkled and conquered the doubters.

Imogene Coca meanwhile had little zest for her new independence and let others plan her program. Almost hopefully she told friends, "Maybe I'll get sick, or have an accident." Though she did get briefly sick (p. 60), the show (Sat. 9 p.m., NBC) went on. But it did not come off. Imogene was still enchanting. Her material, however, was uneven. NBC acted promptly and brought in new hands to help Coca conquer too.

COMEDIENNE COCA LISTENS TO SUGGESTIONS OF MARC DANIELS, PRODUCER-DIRECTOR OF HER SHOW, AT REHEARSAL THE DAY OF HER DEBUT AS SOLO STAR





Knocked right off the road!

*With the help of the local Hartford Agent
I was soon on my way again*

(Based on Company File #WD62KAL23315)

It was Friday afternoon. I was driving to Chicago to keep a business date. Suddenly a car shot out of a roadside gas station. I swerved left, but couldn't avoid being hit.

What a wallop! I was knocked right off the road. My car was a wreck—my head got a terrific whack against the door. I spent the night under a doctor's care.

Saturday morning, stiff, bandaged and shaky, I looked up the local Hartford agent. He dropped everything to help me. When he learned that I had lost my glasses and was having trouble without them, he insisted on driving me out to look for them. It was a wasted effort. We found them smashed.

I saw no chance of getting new glasses before Monday, if then. But that didn't stop the Hartford man. He persuaded an eye doctor to open his office and examine my eyes. He induced an optician to grind new lenses at once. It seemed everybody

in town was glad to do him a favor. Certainly having his willing help was a break for me!

In a couple of days, I had another car. The agent helped get it, and the Hartford Fire Insurance Company paid for it under my Collision Insurance. My doctors' bills were covered by the Medical Payments section of my Liability Insurance in the Hartford Accident and Indemnity Company.

This experience certainly opened my eyes to something I had never thought of before—the importance of insuring in a company that delivers good agency service. When you run into trouble you find out that the cost of your policy isn't as important as what you get in the way of help—the considerate, all-out kind I was given by that Hartford representative. And from what I'm told, over 15,000 Hartford Agents from coast to coast pride themselves on being helpful.



Year in and year out you'll do well with the

Hartford

Hartford Fire Insurance Company • Hartford Accident and Indemnity Company
Hartford Live Stock Insurance Company • Hartford 15, Connecticut

Sid and Imogene CONTINUED

BIG DAY of new show began badly for Imogene Coca who, tired and worried, was barely able to drink her coffee after "the worst night I've ever had."



CHEERY NOTE struck by Comic Ernie Kovacs was good luck gift—whole rabbit, not one paw. Husband Bob Burton brought it in to join poodle on bed.



WORN OUT with work and cares by showtime, Coca held her head in the dressing room in midst of flowers and well-wishing wires pasted on the wall.



LAST TOUCH before dressing is the traditional shampoo which Coca always gets before a show. She also keeps good luck rag dolls from old show.

[CONTINUED ON PAGE 60](#)

You don't have to be Lauren Bacall to have a movie star complexion

that's the beauty of LUX

*With a few words by me
Lauren Bacall*

Lux is so very kind to your skin—
especially to the “supersensitive” areas
around your eyes, nose and mouth.
That's why Lauren Bacall, like 9 out of 10
Hollywood stars, uses Lux every day.

How about you?

Lauren Bacall's complexion is worth money to her—
for professional reasons. But *your* complexion is
worth as much to you—for personal reasons. That's
why it deserves the same good care Lauren Bacall
gives her skin . . . daily Lux care.

*I've used Lux since
my modeling days
in New York*

Just about ever since Hollywood was, Lux has
been the screen stars' soap. 9 out of 10 of them
use it every day—both at the studio and at home.

But you don't have to be in movies to want a soft,
smooth complexion that looks wonderful even close-
up . . . the kind of complexion movie stars keep
with daily Lux care.

*I don't believe I've
ever seen any other
in a dressing room
out here*

Lux care is very kind to your skin. It's so gentle
that even the supersensitive areas around your
nose, mouth and eyes, stay soft and moist. (Try Lux
and see.) Then there's the Lux lather—rich, thick,
gently penetrating . . . it cleanses your skin thor-
oughly, then rinses away completely.

*—this is what
I like best*

Lever Brothers unconditionally guarantees every-
thing said here about Lux (or you can have your
money back). Remember, all the movie star com-
plexions aren't in Hollywood. Start using Lux regu-
larly and you'll be on your way to having one yourself!

*... aren't you going to
pay anything about
that wonderful perfume?*



9 out of 10 Hollywood stars believe in it and today more women
all over the world use Lux than any other complexion care.

Lauren Bacall starring in "WOMAN'S WORLD"
20th Century-Fox Production in CinemaScope

COLOR BY DE LUXE LABS



Denim Jackets & Jeans
by Blue Ridge Mfrs., Inc.
Jackets \$2.79, Jeans \$2.79



Wrist Watches
(Roy Rogers & Dale Evans)
by Bradley Time Corp.
\$4.95 plus F. T.
Alarm Clock (not illustrated)
\$3.95 plus F. T.



Sweat Shirts & Cowboy Shirts
by Norwich Mills Inc.
Sweat Shirts \$1.00
Cowboy Shirt \$1.39



Roy Rogers Lunch Kit
by The American
Thermos Bottle Co.
New, Larger Size, Complete
with 1/2 pint bottle \$2.89



Fall
Days
are
Fun Days

ROY ROGERS

Guaranteed Products

Roy's "Pledge to Parents" assures you rugged quality, deep-down value in any article of your choice.

ROY ROGERS and DALE EVANS SLIPPERS by S. Goldberg & Co., Inc.



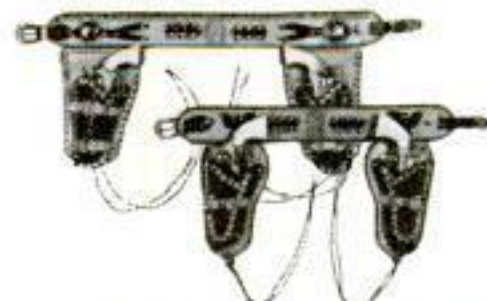
Delight your little ones' hearts in winter days ahead with these snugly warm, sturdy felt slippers. Genuine cowboy styles in soft heavy felt, beautifully decorated. Roy jodhpur, or Dale oxford models. In sizes 5 to 2.

Either style... \$1.99.

ROY ROGERS BOOTS and TEX-TANS by Tex Tan of Yoakum



Roy Rogers & Dale Evans Hats
by Sackman Bros.
Assorted colors \$1.98



Gun & Holster Sets
by Classy Products
Deluxe \$7.95, Double Set \$5.98



Frontier Shirts
by Rob Roy
Rayon Gabardine \$3.95
Two Tone Flannel \$2.98



Roy Rogers "Shootin' Irons"
by Kilgore
(Model left) \$1.00
(Model right) 79c
Revolving Barrel
(not shown) \$1.75

ROY ROGERS PLEDGE TO PARENTS

This item of merchandise, bearing my name, has been tested in one of the nation's largest testing bureaus and, in our judgment, equals in quality any merchandise selling in the same price range. You pay no premium for my name. Rather, it is your assurance that this item is an authentic value.

Roy Rogers

Shop your local retailer. He has these items or can get them for you.

ROY ROGERS
1418 North Highland Avenue



ENTERPRISES
Hollywood 28, California

A Division of Frontiers, Inc., Roy Rogers, Pres.

RE-158

Sid and Imogene CONTINUED



QUEASY STAR gulps some sugar lumps with water as energy booster just before showtime and then fights to keep them down as wardrobe girl watches.



IN PRAYERFUL POSE Coca stands in wings, trying to compose speech to studio audience. Then, going out, she said, "I hope you all like it."



ON THE SHOW Coca does her famous ballet buffoonery. Here, dressed as a dancing flower, she crawls through her partner's legs to recover a fallen wand.

CONTINUED ON PAGE 63

**THESE TWO WATER PUMPS
MAY LOOK ALIKE**

*... but your Chevrolet
knows the difference!*

Identical twins? Well, there's no doubt that these two water pumps *look* alike—but that doesn't mean they'll *perform* alike in your Chevrolet.

You see, one of them is a Genuine Chevrolet Part. That single fact tells you a lot about its quality and what you can expect of it. For Genuine Chevrolet Parts offer a great many advantages that are mighty important to you.

In the first place, they're designed by the same engineering staff that designed your Chevrolet. Then, too, they're built of the same fine materials and to the same *precision* specifications as the original factory-installed parts they replace in your Chevrolet. A rigid system of tests and inspections guards their *quality*.

When you need replacement parts, always specify the parts that are made to fit right . . . function better . . . last longer—Genuine Chevrolet Parts. They're installed by your Chevrolet dealer and leading independent garages and service stations *everywhere*.

Always ask for Genuine Chevrolet Parts



**Available wherever you go. Made to
fit right . . . function better . . . last longer**

YOUR CHEVROLET DEALER



**You benefit
from tests like this**

Here, a Genuine Chevrolet Water Pump is carefully inspected after a grueling test run. It's part of the continuing Chevrolet program devoted to bringing you better, longer lasting parts.



Lawson style Hide-A-Bed \$299.50 as shown in blue floral matelassé. Also in red, gold, dark green, gray and sage (see swatches below). This model as little as \$239.00 in other fabrics.



Hide-A-Bed Sectionals can be used for corner or wall arrangements with lamp table in between or can be put together for an extra-long sofa. In charcoal tweed. Also in green, russet, olive and old gold. \$239 each.



Modern channel arm Hide-A-Bed in attractive metallic tweed. Choice of colors—old gold (shown above). Also available in green, brown and charcoal. \$299.50 full size, \$289.50 twin size.



Hide-A-Bed sofa and
Beautyrest mattress
made only by **SIMMONS**
the greatest name in sleep

Only **Hide-A-Bed**[®] offers the extra
value of a **Simmons** mattress
at no extra cost!

Remember this! The Hide-A-Bed sofa, an invention of Simmons, can be imitated . . . *but never equalled.*

No other sofa-bed offers a choice of Deepsleep* mattress . . . or famed Beautyrest* only \$20 more. *Both* are longer, wider, thicker than the usual sofa-bed mattress.

Don't risk quality. Get Hide-A-Bed, the best investment for your money. Thirty styles. Many sizes and fabrics.

Only Hide-A-Bed sofa can offer you all these features!



Wide choice of colors. Model at upper left in these shades of floral matelassé. Just one of more than 100 decorator fabrics!



Longer, wider seating space than the usual sofa-bed. Choice of famous Beautyrest innerspring or foam rubber seat cushions.



Easy as opening a bureau drawer. Just as easy to close. Folds away, bedding and all, ready for another night's restful sleep.



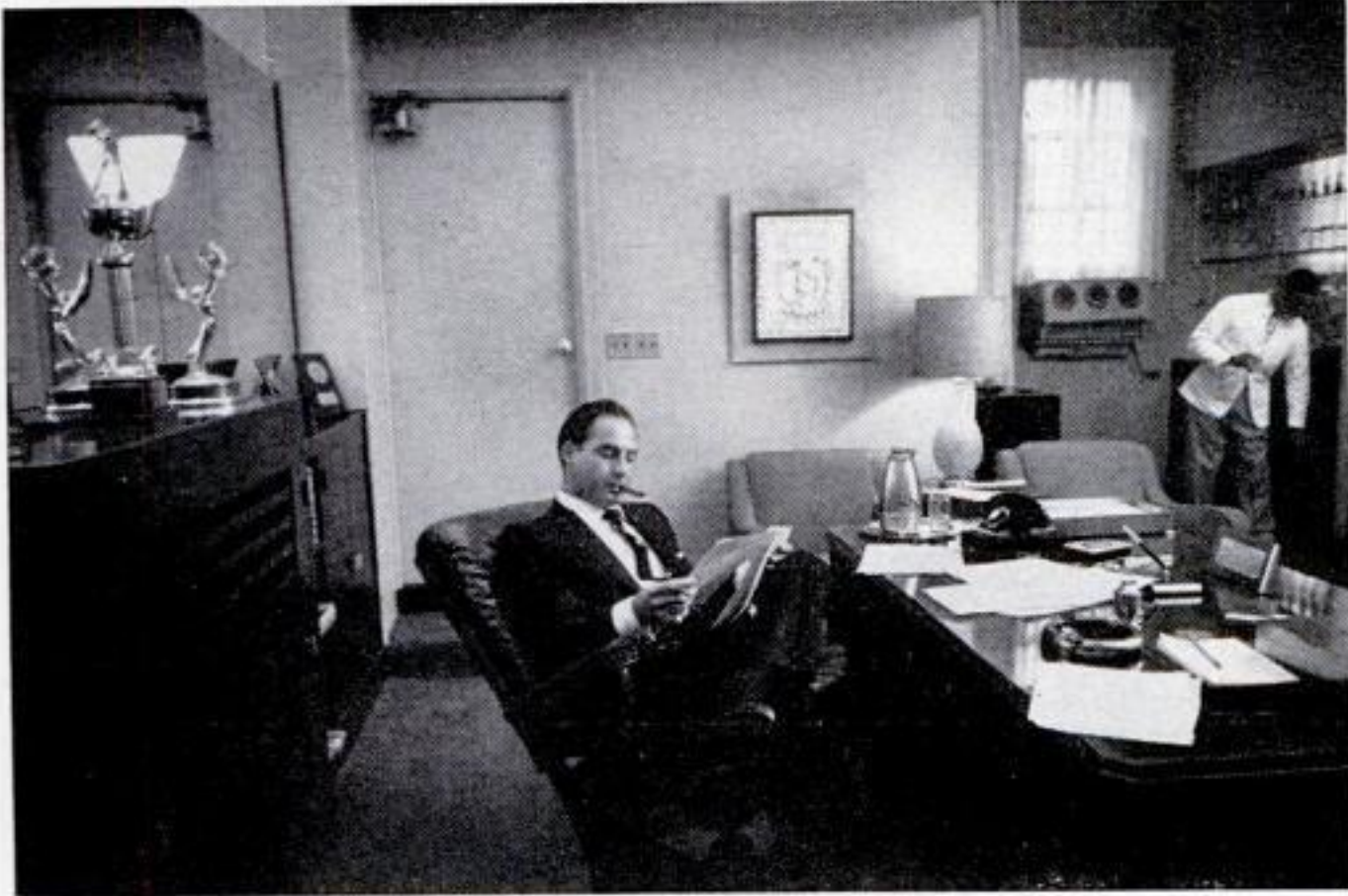
All-steel frame. Some sofa-beds have a wood frame built only for a time. Hide-A-Bed has an all-steel frame built for a lifetime!



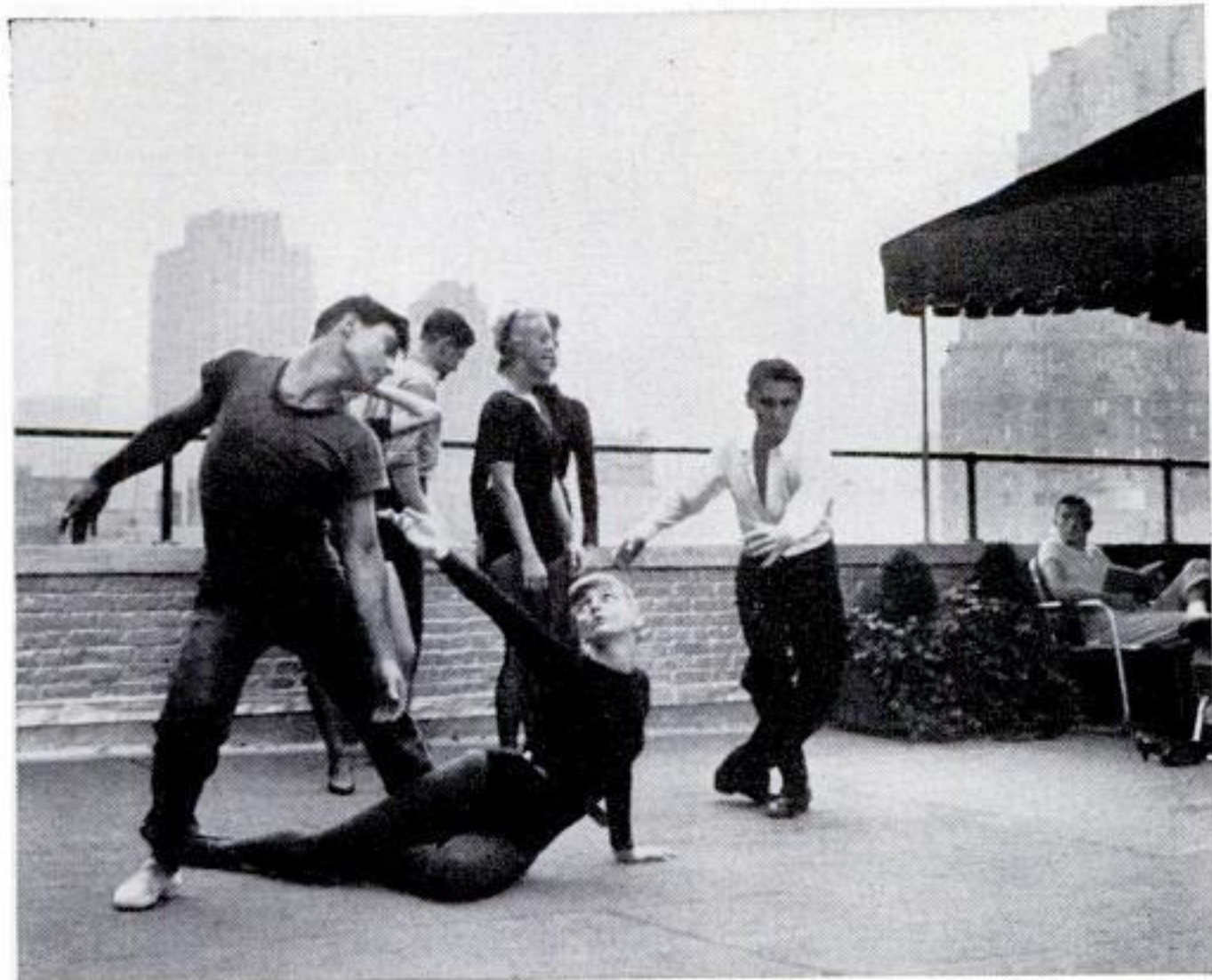
Easy to clean. Tilt forward and hard-to-reach places are right at hand. No pulling and tugging to clean behind the Hide-A-Bed sofa.

*Trade-Mark Reg. U. S. Patent Office. Copr. 1954 by Simmons Co., Mfse. Mart, Chicago, Ill.

A FANCY SETTING FOR CAESAR



IN HIS PENTHOUSE OFFICE Caesar goes over script while butler makes sandwiches and mixes drinks for visitors. Suite has space for a staff of 40.



ON PRIVATE TERRACE outside office, show's dancers rehearse. Floor below has indoor rehearsal hall where permanent cast of 20 practice routines.



IN HIS SHOW Caesar did fine lampoon of *Author Meets the Critics*. Here Howie Morris (center) and Carl Reiner, formerly with *Show of Shows*, rehearse.

ARIES Mar. 21-Apr. 20



TAURUS Apr. 21-May 20



GEMINI May 21-June 21



CANCER June 22-July 23



LEO July 24-Aug. 22



VIRGO Aug. 23-Sept. 23



LIBRA Sept. 24-Oct. 23



SCORPIO Oct. 24-Nov. 22



SAGITTARIUS Nov. 23-Dec. 22



PISCES Feb. 21-Mar. 20



AQUARIUS Jan. 22-Feb. 20



CAPRICORN Dec. 23-Jan. 21

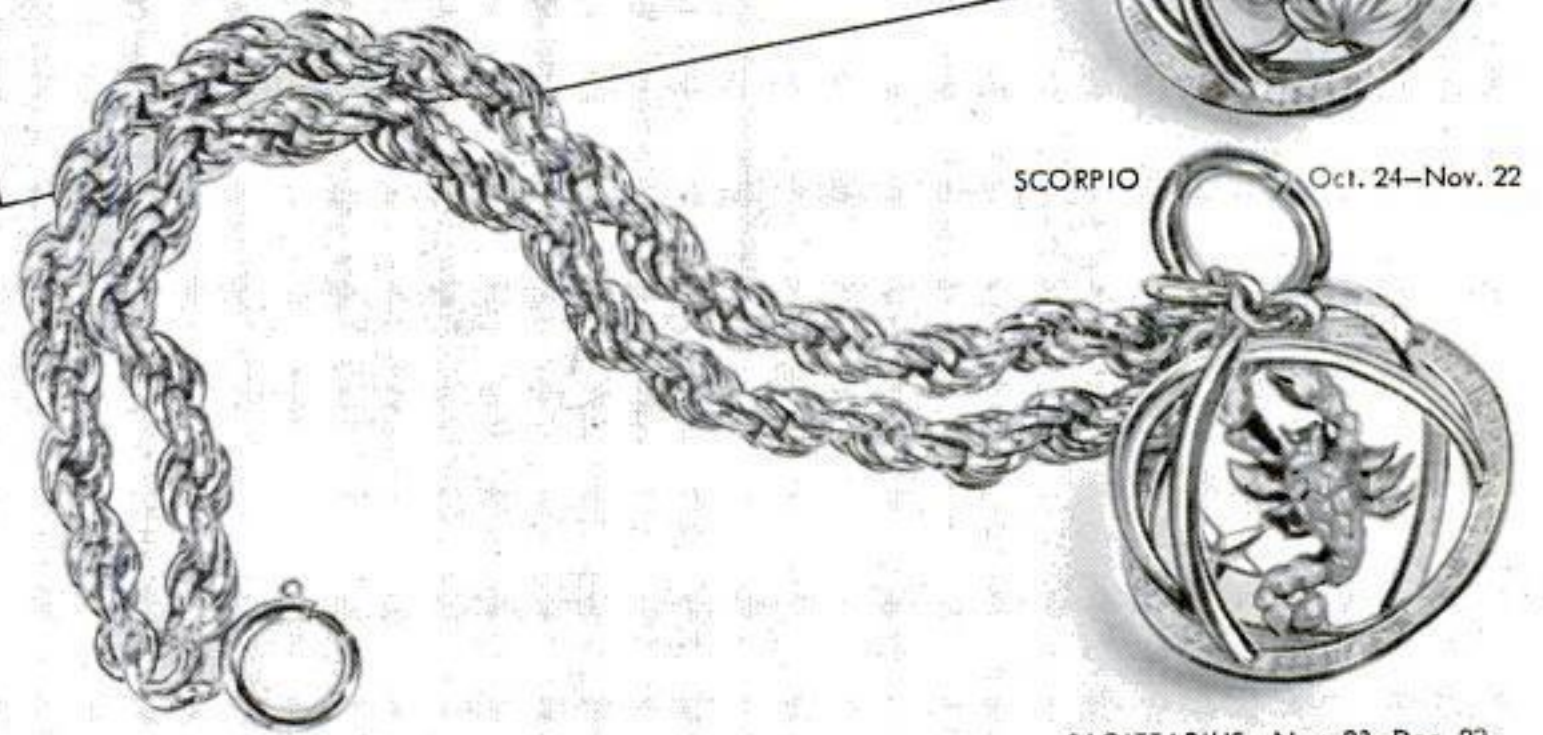


Your own
lucky *Sign of the
Zodiac*
on a bracelet!

TRIFARI
REG. U.S. PAT. OFF.

FILL IN THIS NOTICE AND PUT IT IN HIS POCKET!

Darling: I know you'll want to give me one of these lovely Signs of the Zodiac by Trifari... so, just in case you've forgotten, my sign is _____! Thank you with all my heart. (And, please don't wait for my birthday!)



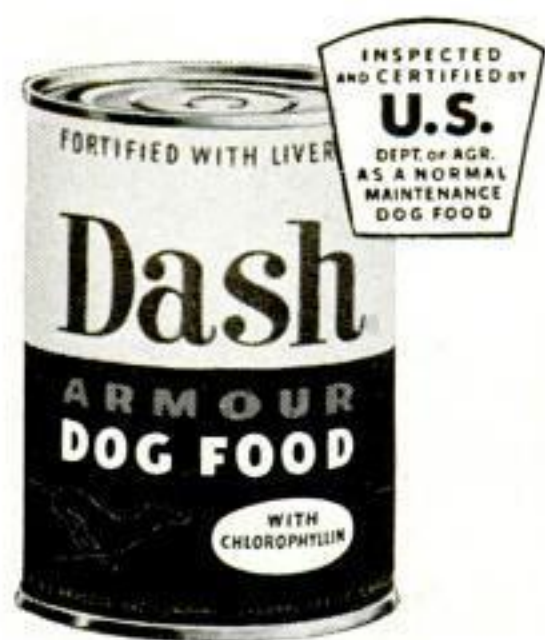
*Zodiac Charms, 5.00 each,
Bracelet, 4.00**

*IN GOLDEN-TONE TRIFANIUM. SHOWN ACTUAL SIZE. PRICES APPROXIMATE PLUS TAX. NOT AUTHENTIC UNLESS STAMPED TRIFARI. DESIGNS COPYRIGHTED BY TRIFARI.



Feed your dog like this Dash-fed champion!

Champion Little Andely's Juniper Lad literally explodes into action with a jet-like lunge for which the greyhound is famous. A most important factor in maintaining this champion's superb condition is his diet. That's why he's Dash-fed! Your dog, too, deserves Dash to help him *look* his best and *feel* his best! Dash is fortified with liver—the richest of all meats in protein, vitamins and minerals. Then, to make Dash the *complete* dog food, these essential nutrients are balanced with the proper amounts of carbohydrates and natural fats. Your dog will be happier and healthier when he's Dash-fed! Dash is prepared under U.S. Department of Agriculture supervision.



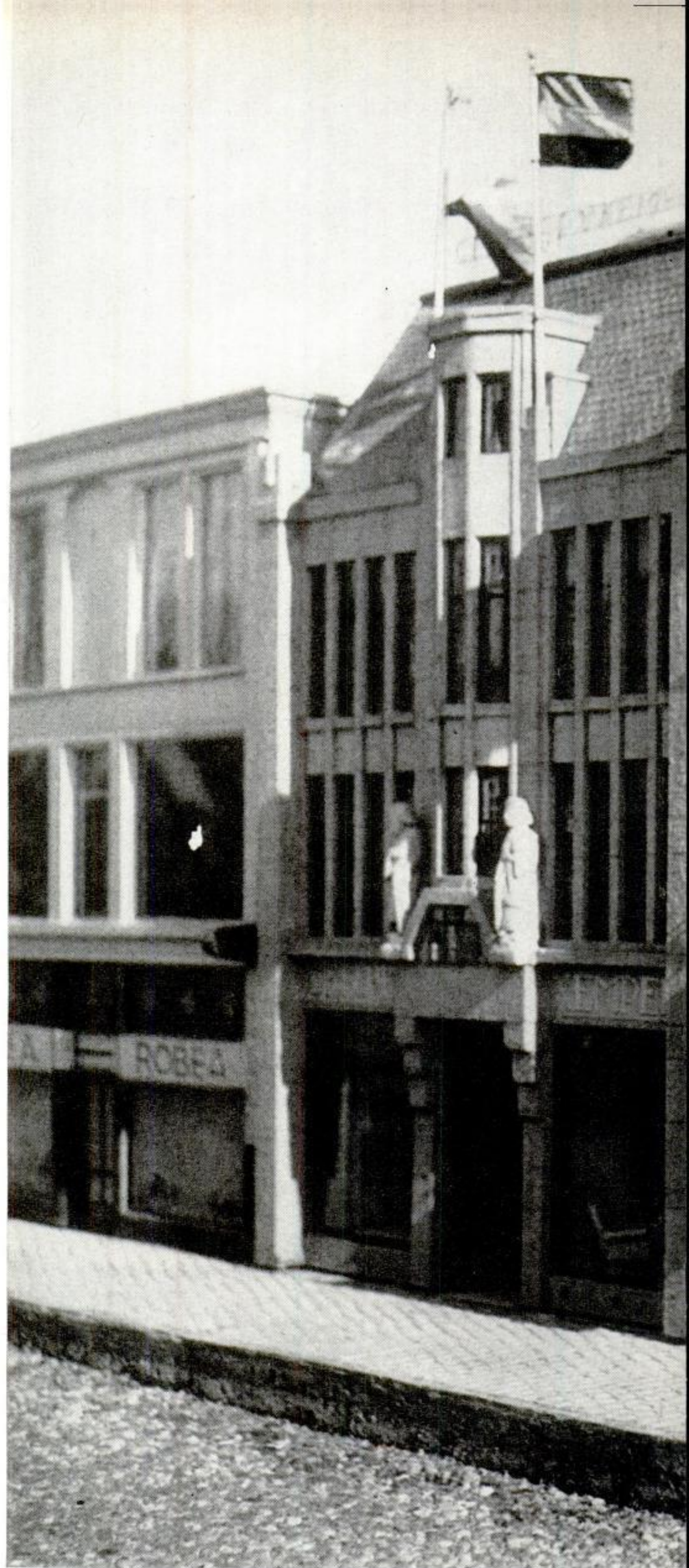
A product of Armour and Company

U. S. GOVERNMENT INSPECTED

This seal on every can of Dash tells you it's wholesome and healthful because Dash is prepared under the direct supervision of the United States Department of Agriculture.

Dash is fortified with LIVER!

CONTAINS CHLOROPHYLLIN—Stops Doggy Odors



ATOP LULING'S STORE, A TOMCAT NAMED MIEPE SURVEYS MAIN STREET

Shrunk-down

FOUR-ACRE MINIATURE CITY HAS

The menacing cat above, which looks quite capable of swallowing an ostrich instead of a canary, is neither a figure of fancy nor an optical illusion, but an ordinary house pet perched on a building in the Dutch city of Madurodam. Madurodam is a miniature town which occupies 4½ acres in The Hague and has some 600 homes, shops, offices, taverns and churches, complete to the last letterbox (*lower right*), though all are scaled down to a 25th their normal size. Even Madurodam's traffic travels at a 25th of normal speed along the scale-model streets and



OF MADURODAM. BUILDINGS ARE REPLICAS OF REAL DUTCH STRUCTURES

Dutch Town

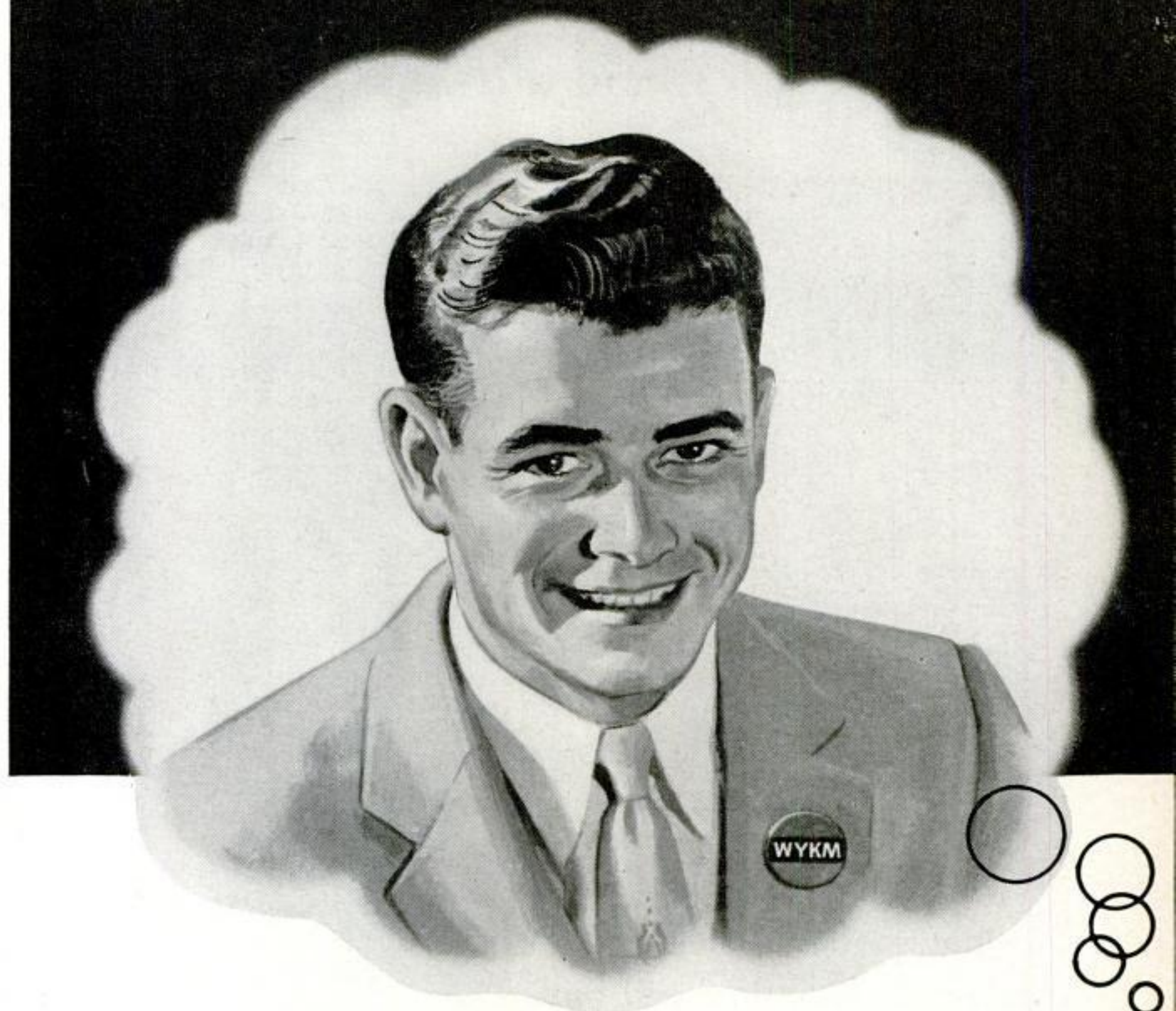
EVERYTHING FOR MODEL CITIZEN

canals. The only outsized citizens of the town are its maintenance crew of gardeners, carpenters and electricians and its nonresident mayor, Princess Beatrix, Queen Juliana's eldest daughter.

Construction of the model city, named after Dutch war hero George Maduro whose family financed the project, was undertaken in 1950 by the Netherlands Students Sanatorium to aid tuberculosis victims. Since 1952 it has averaged 3,500 visitors a day, mostly boys and girls who enjoy romping through an entire city reduced to doll-house size.

CONTINUED ON NEXT PAGE

He Can Be an Important Man in Your Life...



...Welcome Your Kirby Man

Your Kirby Man, probably a neighbor of yours, is coming to see you soon—and there's a good chance you'll be as glad as the more than a million other smart home-makers who have already welcomed him... For he's a gentleman who merits your confidence, carefully chosen, trained, tested—a friend who, next to your husband, can be pretty important in your life... He brings you something close to push-button housekeeping, that gives you a bright clean home to be proud of, without the drudgery that now uses up too much of your energy and time... When he rings your doorbell or telephones you, don't keep him waiting! You'll be happy that you welcomed him.

Kirby Men Needed

Some well-paid opportunities now open for qualified men and women. Full or part time, special training—no experience needed. Write to us.

When you see this button,
Welcome Your Kirby Man!



The Scott & Fetzer Company

1922 West 114th Street • Cleveland 2, Ohio

Manufactured in Canada by Switson Industries Limited,
Welland, Ontario

Home Sanitation since 1919





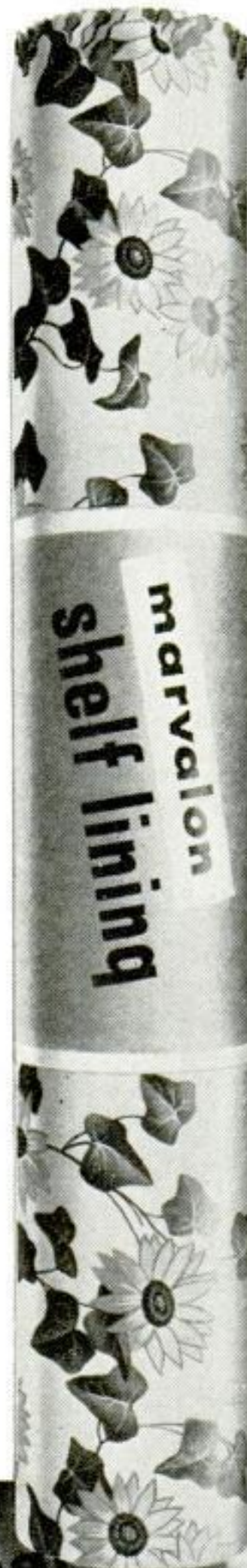
**Now! A miracle material
for lining shelves
and drawers**



- defies wear and tear
- won't crack or peel
- stays bright and fresh-looking for years
- wipes spotless-clean with a damp cloth, time and again

Marvalon is a vinyl plastic and latex material with a backing of sturdy cellulose fiber. It comes in a wide variety of patterns and solid colors.

Put a durable plastic surface on your shelves — in your kitchen and dresser drawers — with Marvalon. You'll find the little extra you pay for Marvalon is really an economy—it stays bright and fresh-looking for such a long, long time.



Rolls come in two sizes: **98¢** and **\$1.70**

Ask for Marvalon at better department,
variety or hardware stores!

Kimberly Clark



Kimberly-Clark Corporation

The Munising Paper Co., Munising, Michigan (Subsidiary)



MODEL STREET DANCERS waltz on cobblestones to accordion in residential district. Real music comes from a loudspeaker concealed in buildings.



LIVE WINDOW SHOPPERS, a group of visiting girls, get down on knees to see ladies' wear display in model of De Bijenkorf, a Hague department store.

1. Put 2 ice cubes in each old-fashioned glass and 6 cubes in a pitcher.
2. Pour 1 can of frozen limeade or lemonade (undiluted) into pitcher.
(Of course, if you use fresh juice, add sugar to taste.)
3. Using the empty can as a measure, add 3 cans of Bacardi Silver Label.
4. Stir for several minutes to chill thoroughly, pour "on the rocks" and serve.
Makes a dozen delicious Bacardi Daiquiris.



NO SQUEEZERS! NO SHAKERS! NO STRAINERS!

Now a brand-new easy way to make a perfect, low-calorie Bacardi Daiquiri!

143 CALORIES

(ON THE ROCKS)



EVEN LOWER IN CALORIES
THAN A CUP OF
LOW, LOW CALORIE GELATIN
and, of course, Bacardi Rum
is not a food

Make right in your own kitchen!
No special ingredients!
Try it tonight!
And remember to order a Bacardi
Daiquiri on the rocks at your
favorite hotel, bar or restaurant!

*The original Daiquiri was made with Bacardi
—the best still are.*

© BACARDI IMPORTS, INC., 595 MADISON AVE., N. Y. C., RUM... 86 PROOF

COUNT OF LOW-CALORIE GELATIN TAKEN FROM U.S. AGRICULTURE HANDBOOK NO. 8—CALORIC CONTENT OF EACH DAIQUIRI BASED ON FULL 1½ OUNCES OF BACARDI RUM.

SO GOOD

—because no cake can match the one you make yourself with Swans Down Cake Flour

Nothing's as soul-satisfying as the cake you make all yourself... with Swans Down Cake Flour and your own fresh ingredients.

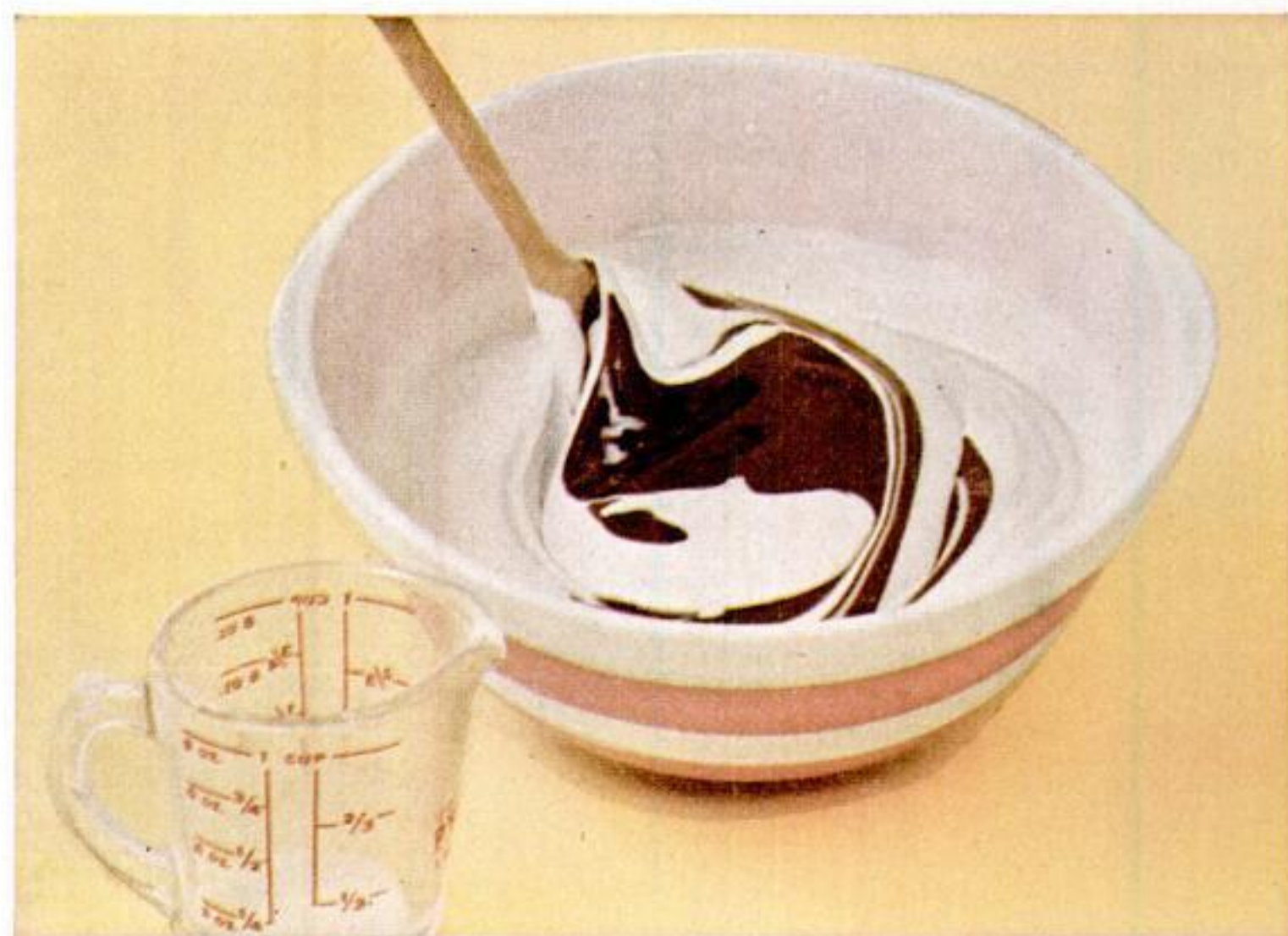
No mix or ordinary flour—only Swans Down Cake Flour—can give you chocolate cake as tenderly luscious as this. And only Swans Down's Wonder-Quick Method is so easy, so sure! No bothersome creaming. No bit-at-a-time adding. Just two beating steps. It's so simple you can make best-ever cakes even on busiest days.

SEND FOR CAKE SECRETS! 64 colorful pages... complete word-and-picture guide to cakebaking. 103 Swans Down-wonderful recipes for cakes, cookies, party icings. Send 25¢ in coin with your name and address to Swans Down, Dept. H, Box 43, Evansville, Ind.



SO EASY

—because you mix it in 3 minutes with Swans Down's New Wonder-Quick Method!



1 SO SIMPLE—NO CREAMING!

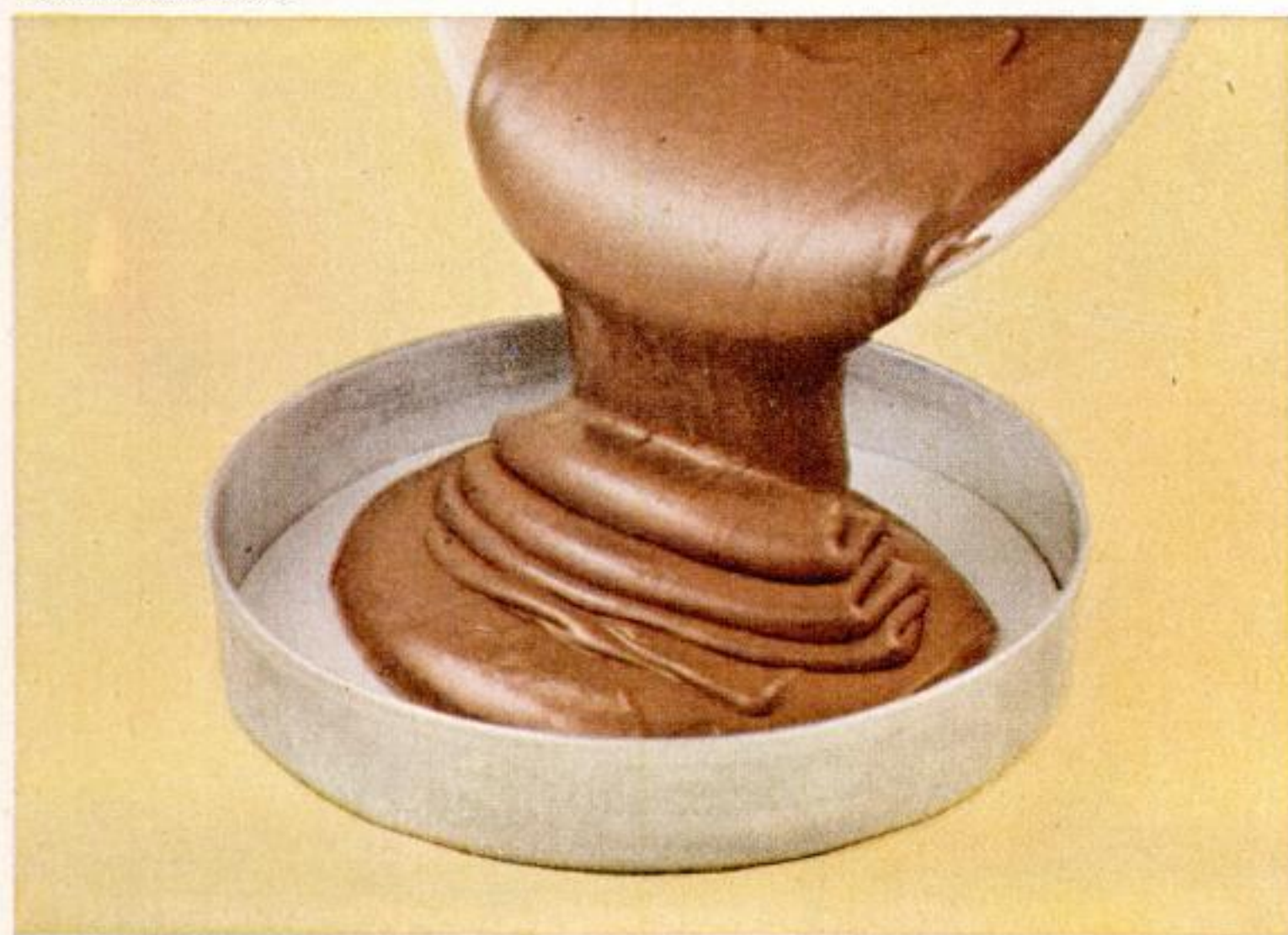
Measure $\frac{1}{2}$ cup shortening at room temperature into large mixing bowl. Stir to soften. In sifter combine 2 cups sifted Swans Down Cake Flour, $1\frac{1}{2}$ cups sugar, $1\frac{1}{4}$ teaspoons soda, 1 teaspoon salt, and sift over shortening. No arm-tiring creaming or gradual adding when you use Swans Down's Wonder-Quick Method.

2 SO EASY—MIX ALL TOGETHER!

Add $\frac{3}{4}$ cup milk. Mix gently till all flour is dampened. Beat 2 minutes in mixer (at a low speed) or 300 vigorous strokes by hand. Add 2 unbeaten eggs, 3 squares Baker's Unsweetened Chocolate (melted), $\frac{1}{4}$ cup plus 2 tablespoons more milk, and 1 teaspoon vanilla. Beat for another minute or 150 strokes.



Product of General Foods



3 **SO QUICK—READY FOR THE OVEN!**
That smooth Swans Down batter is your promise of a glorious cake! Pour it into two 9-inch layer pans that you have lined on bottoms with paper. Bake layers in a moderate oven (350° F.) 25 to 30 minutes, or till done. You've *never* made such a rich 'n fragrant, feathery-light chocolate cake! Truly your own, yet together in wonder-quick minutes.



4 **DELICIOUS—AND ALL YOURS!**
Cool. Swirl your favorite Sea Foam Frosting first between layers, then over top and sides of cake. To make your luscious chocolate cake look as homemade as it *is*, cut it "step-fashion" in plump slices. What compliments you'll get. Truly, no mix or ordinary flour can match the chocolate cake you make yourself with Swans Down Cake Flour!



*Right you are
right now in...*

The New '55 Softone Look in Checks

Here, on this page, is a sample of the most exciting trend in men's fashions today. It's the new '55 Softone Look!

The Softone Look is a completely new approach to color harmony—soft, muted tones in Arrow Shirts and Handkerchiefs, accented cleverly with harmonizing Ties. They look great with any suit, *particularly* smart with the new darker suitings.

And the way these shirts are styled is pure perfection! They're "Sanforized"-labeled, naturally. The collar styles shown here are just a smattering of the smart choice you have.

The all-silk Arrow Ties are \$2.50; the Handkerchiefs, 75¢.

COPLEY-B.D.—soft, button-down collar, \$5.00.



BELMONT—non-wilt collar, regular length points, \$5.00.



SUSSEX-B. D.—soft, spread, button-down collar, \$5.00.



COPLEY—soft collar, regular length points, \$5.00



RADNOR-E.—soft, round collar with eyelets, \$5.00.

ARROW



Softone Ensembles

by Cluett, Peabody & Co., Inc.



EN ROUTE TO COURTROOM LAWYER BELLIS IS ACCOMPANIED BY ELMER, A SKELETON HE USES FOR JURY DEMONSTRATIONS DURING TRIALS

THE KING OF TORTS

Melvin Belli's courtroom props and his pyrotechnical oratory have reaped big awards for his clients and himself while revolutionizing the practice of personal injury law

by ROBERT WALLACE

SHE was a pretty young woman, wife of a naval officer, and she had suffered a nightmarish injury. A San Francisco streetcar had run over her and crushed off her right leg below the knee. Now, having filed a lawsuit for damages, she was in the courtroom watching.

On the first day of the trial her lawyer brought a large, peculiarly shaped package into court and put it on the table in front of him. He made no move to open it. The judge and the defense attorney stared at it, wondering where they had seen that kind of paper before. After a while the thought struck them: butcher's paper.

The lawyer was a handsome man with an innocent little-boyish grin which gave female jurors the twitters. He had a fine command of the language: his words fell upon a jury like particles of silver iodide upon a fat cloud, and often produced the same result. He had a brilliant if sometimes erratic mind, and he had also the *sine qua non* of the great trial man: a rich streak of country ham. He was capable of doing very nearly anything in court, or at any rate of attempting it.

Knowing his potentialities, the judge and the defense attorney regarded the package, which was L-shaped, with apprehension. After a few days the tension became extreme, for the lawyer brought the package into court every morning, plopping it on the table and allowing it to lie there untouched all day. The word went round that he had finally gone and done it, that he had a bundle with a foot in it.

When at last it was time for him to unwrap it he took fully five minutes to do so, dawdling with the string and peeling off layer after layer of butcher's paper. As each layer fell to the floor the defense attorney's mouth instinctively formed the word "Objection!" and the judge's, "Sustained." Finally, with a quick, violent gesture, he ripped off the last of the wrappings and held something aloft.

"Haaak!" gargled the defense attorney, "OBJ--obj--obj--" and then fell silent. It was an artificial leg.

The lawyer moved across the courtroom and began to talk to the jury. "Ah, ladies and gentlemen," he said in doleful tones, dropping the prosthesis in the lap of a juror, "this is what this young girl will wear for the rest of her life, this marvelous invention. Won't you feel the warmth of life in the soft tissues of its flesh? . . . Don't be alarmed. . . . My client is no longer frightened. . . ."

By the time he had finished his summation the bottom of the jury box was awash. Thereupon the jury hurried outside, deliberated for a few minutes, hurried back in again and awarded the young lady \$100,000. (At current rates the young lady would have had to earn about \$500,000 in a year to net \$100,000.) What kind of lawyer is this? Is he a deliverer of the oppressed—or an unscrupulous, melodramatic spellbinder? Your sense of human values as well as your wallet are involved in the answer.

Look for these SQUIBB SPECIALS at your drugstore



SQUIBB ASPIRIN

Safe, Pure, Sure. The finest aspirin money can buy. Fifty-four exacting quality control tests insure the purity of SQUIBB Aspirin.

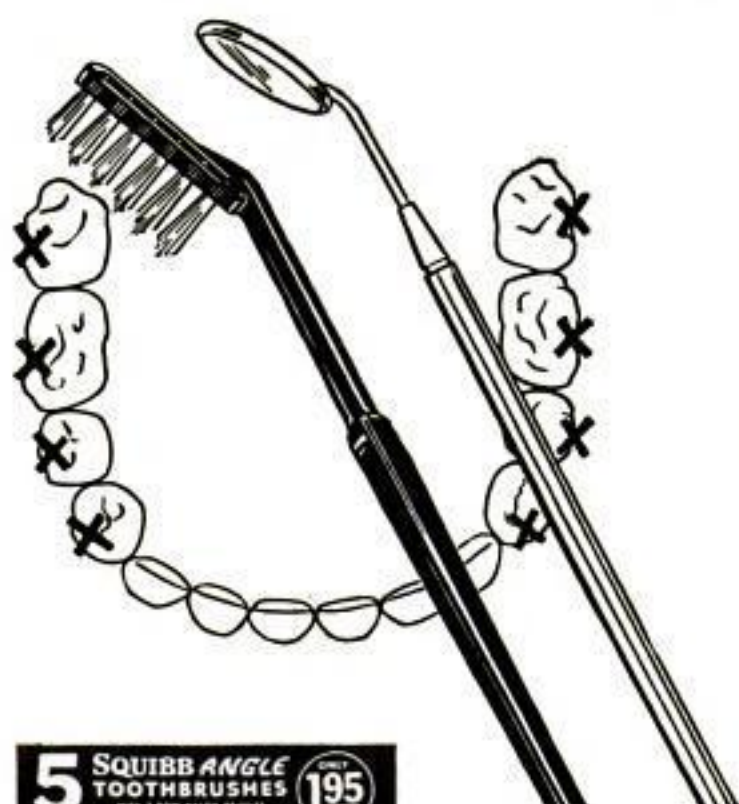
FREE with each bottle of 100!

Wonderfully handy new plastic TRAK-PAK, the perfect way to carry aspirin with you. Open and close at the flick of a finger. While the special lasts, you get a free TRAK-PAK with every bottle of 100 Squibb Aspirin—

**BOTH
for only
49¢**

SQUIBB ANGLE TOOTHBRUSH

**80% of
decay
occurs in
the hard-
to-clean
back teeth**



**Use the brush
that is bent
like your
dentist's mirror
to reach those
hard-to-get-at
places**



SAVE \$1.00

FIVE Squibb Angle Toothbrushes in special Squibb FAMILY PACK, only \$1.95! Save \$1.00 and have them when you need them, individually sealed in plastic for your protection.



SWEETA SQUIBB NON-FATTENING LIQUID SWEETENER

Squibb Saccharin in a handy squeeze-a-drop plastic bottle. Sweetens instantly even in

iced drinks...boil it or bake it, it won't lose its flavor...it's calorie-free, and just 2 drops are as sweet as a teaspoon of sugar. Purse-size bottle, 69¢...economical 4-oz. size, \$2.89.



Remember... your pharmacist is the man in your community qualified to dispense products that concern your health and well-being.



BELLI'S WIFE Toni, formerly a professional photographer, looks at pictures with him in penthouse apartment on San Francisco's colorful Telegraph Hill.

KING OF TORTS CONTINUED

The lawyer's name is Melvin M. Belli, which he pronounces "bell-eye" although he will answer cheerfully to "belly." He is a personal injury lawyer, also known as a damage suit lawyer, or plaintiff's lawyer. He practices mostly in California, but his influence is felt strongly in the other 47 states. He has written a 3,000-page study of his specialty, which is titled *Modern Trials* and will certainly become the bible of personal injury lawyers. Roscoe Pound, a former dean of the Harvard Law School, contributed a preface to the book in which he calls Belli "a master" of the technique of demonstrative evidence. Belli has also just been elected dean of the newly formed International Academy of Trial Lawyers, which includes such well-known members as New York's Lloyd Paul Stryker and California's Jerry Giesler.

In some circles Belli is regarded as a genius, a true friend of the downtrodden. Elsewhere there are people who claim that he is not merely an ambulance chaser, but they insist that at the first distant sound of an emergency vehicle he pricks up his ears, breaks out all over in large black spots and barks. His own comment on this is merely, "That's ridiculous. Ambulances can do up to 80 or 90 mph. I can scarcely do five."

Personal injury law has many ramifications but the nub of it is this: you hurt somebody, he sues you. Hurts, in legal language called torts or civil wrongs, can be inflicted in countless ways. You can strike a man with an object ranging from a neutron to the *Queen Elizabeth*; you can sell or give him a product or service that is faulty and harms him; you can libel him or invade his privacy.

In order for the man who has been hurt (plaintiff) to win a lawsuit and collect damages, he must prove that the man who hurt him (defendant) was in some way negligent, could somehow have avoided giving the hurt. The case is tried before a judge and jury, or before a judge alone if both sides are willing. Ordinarily, plaintiffs' lawyers do not like to try cases before judges alone. (If you wangle an artificial leg at a hard-bitten old gentleman who has been on the bench for many years, he may merely yawn.) Jury or not, the judge has considerable power. If he disagrees with the verdict of the jury, he may set it aside and the case must be retried in another court. If the judge disagrees with the amount of the verdict, he may call the opposing lawyers into a conference and arrange a compromise reduction or addition.

With some few exceptions, personal injury cases are taken by lawyers on a contingent fee basis. If the lawyer wins, he keeps at least 25% and frequently as much as 50% of the verdict. (Belli himself takes a not unreasonable 33⅓%.) If the lawyer loses, he gets nothing. While almost all lawyers occasionally take on personal injury cases, only about 5% specialize in them as exclusively as Belli—and very few do it as histrionically.

The combination of high jury awards and the contingent fee encourages some personal injury lawyers to "chase" cases. Case-chasing is considered unethical and constitutes ground for disbarment. Belli's enemies incessantly accuse him of it but no one has ever observed him in *flagrante delicto*, at full gallop down Market Street at noon with a contract in his hand and a pen in his

CONTINUED ON PAGE 74

red spice

by *Luxite*

Add spicy variety to your lingerie wardrobe!
Gay, brilliant, beautiful red for a saucy glimpse of color under a dark hem. In the "Pleated Magic" set, by Luxite, famous for fashion and lovely colors in lingerie. Of finest nylon tricot, rich with permanent pleating, dainty nylon lace.



Slip, 32 to 42,
\$5.95.

Pettiskirt, S-M-L, **\$3.95**
Brief, 4 to 7, **\$1.95.**

Waltz gown, 32 to 38, **\$8.95.**

Gown, 32 to 42, **\$8.95.**

Also in petal green, blue flower, pink clove, rose sachet, black, white.

Luxite Loveliest of lingerie

At better stores everywhere. Watch your local newspapers for ads featuring Luxite's Red Spice.

© HOLEPROOF HOSIERY COMPANY, Milwaukee 1, Wisconsin • In Canada: London, Ontario • World-Famous Men's Socks • Men's Nylon Tricot Pacer Underwear and Pajamas • All Nylon Slippersocks • Little Miss Luxite Children's Underwear.

HEEKSUEDE

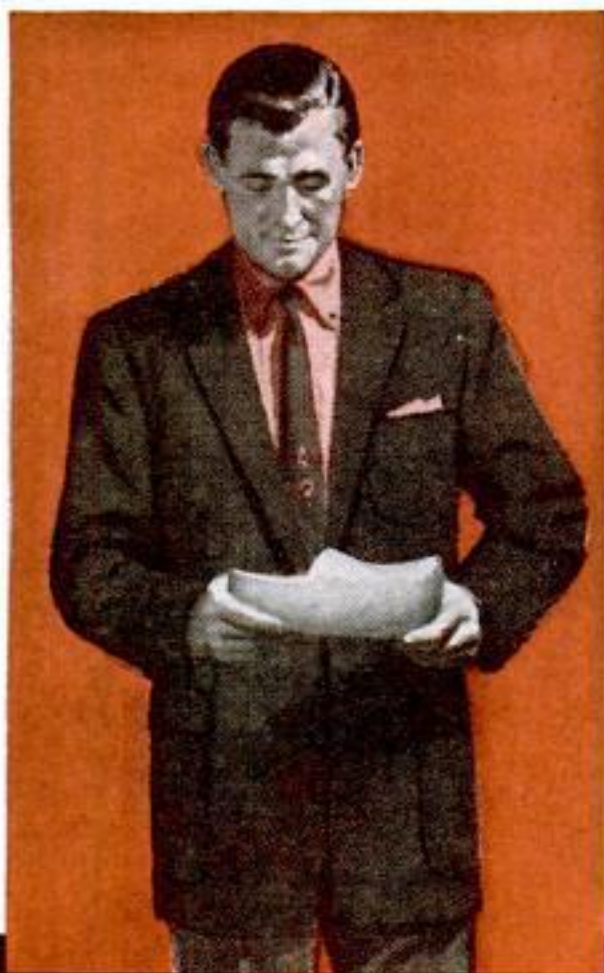
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*You can't tell HEEKSUEDE
from traditional leather suede.
But it'll never crack, shed, split
... or spot in the rain.
And ordinary dry-cleaning is all
it needs to preserve its
original good looks.
Available in mellow leather tones.*

SUEDESTER (above) Contrasting knit trim. Saddle-stitched. Concealed slash pockets. Satin lining. about \$13.95

HEKSUEDE SPORT COAT (right) Center vent, leather buttons, satin lined. Hair canvas interfacing for lasting shape retention. about \$22.95



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KING OF TORTS CONTINUED

teeth. The walls of his office are covered with dozens of blow-up photostats of large checks he has extracted from various defendants, and these of course make pleasant reading for any prospective clients who may happen to drop in.

In bald fact, *all* lawyers pursue business as a sensible alternate to starvation, whether they finally corner their quarry on the sixth green or in the emergency ward. What is unconscionable about the personal injury lawyer's procedure is his habit of invariably charging the 25-to-33 $\frac{1}{3}$ % fee.

The majority of personal injury cases arise from automobile accidents. The real defendants in 95% of such cases are not the owners of the automobiles but liability insurance companies. Lawyers may not inform a jury in so many words that if the plaintiff wins the case the wealthy XYZ Casualty & Surety Company will cough up the dough and that therefore the jurors need have no fear of bankrupting the poor defendant. However, there is small chance that a jury can sit through an entire trial without the idea being inserted into their minds.

Most personal injury law is therefore a battle between the insurance industry on one side and swarms of plaintiffs' lawyers on the other. The insurance industry has long had excellent internal communications, but the plaintiffs' lawyers have only recently begun to organize and exchange information on tactics. In the past few years they have developed a nationwide association called the National Association of Claimants' Compensation Attorneys, or N.A.C.C.A., which has about 3,800 members. Melvin M. Belli is a past president of N.A.C.C.A. (which is perhaps the most obscene word that can be uttered in the presence of an insurance executive).

When the jury awarded Belli's client \$100,000 for the loss of the lower portion of one leg, it was compensating her, in the only way society can compensate one of its injured members, for a severe, tragic, personal loss. Viewed simply as an act of which mankind was capable, this was a fine thing. But was the award somewhat excessive? Was it obtained in a responsible, suitably dignified manner? Mankind has been wrestling with the problem of compensation for injury since the days of an eye for an eye and a tooth for a tooth. And mankind, or at least the branch of it that takes out liability insurance and pays the premiums, has lately been having a hard financial time. Insurance rates for automobile liability and property damage have risen, nationwide, nearly 45% in the past six years. In New York City a motorist can buy a postwar used car for \$200; it costs him nearly as much for insurance. How much higher can premiums go? How much is a leg really worth?

Only 62 years ago a judge in U.S. Circuit Court, District of Columbia, fixed the award for a 30-year-old stevedore who had suffered approximately the same injury. The judge gave him \$1,786 which, allowing him a normal life expectancy, worked out to about 98¢ a week. The judge also threw in an extra sum for pain suffered—the bones of the stevedore's lower leg were crushed to powder. "I allow him \$500," the judge remarked. "His injury is for life, but for life only."

Several factors may account for this disparity in awards and attitude—inflation, evolution of social conscience, the fact that a pretty girl is more appealing to a jury than a stevedore, the odd notion that an insurance company's funds are not real money but lucky bucks that can be freely given away, and so on. But the biggest factor was undoubtedly what Belli calls the use of "demonstrative evidence," or the dramatic presentation of the artificial leg. These factors are at the core of an upheaval, an explosion of awards and procedures, in contemporary personal injury law.

Belli is not the originator of many of the techniques he uses successfully. He often behaves in a deplorable manner and there are a number of good, sober citizens who would like to see him disbarred. But the inescapable fact is that he is one of the best personal injury lawyers in the country. Before considering how he exerts his large influence on the law and the wallet, one might take another quick look at the man.

Melvin Belli was born in Sonora, in the Mother-Lode country of California, and he was the first student ever to sue the principal of the Stockton High School for a diploma.

"I was class valedictorian," he recalls, "but on the evening



SELF-ASSURANCE can be seen in Belli at the age of 13.

[CONTINUED ON PAGE 77](#)

You can't get a better Anti-Freeze. One fill with Atlas Perma-Guard Anti-Freeze will protect your car all through winter. It won't freeze at 60° below zero...won't boil off or evaporate at 230° above. Avoid the last-minute rush before cold weather. See your local Atlas dealer today...get **ATLAS PERMA-GUARD***



You can't get better snow and mud tires. Atlas Weathergards are completely different from other tires designed for winter driving. Longer-lasting, smoother-riding, quiet, they won't clog up with snow, stones or mud, and their special tread gives unmatched traction under roughest driving conditions...Be prepared — with **ATLAS WEATHERGARD* TIRES**

Right now is the right time to prepare for winter driving. See your local Atlas dealer today.

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Wherever fine whiskey is enjoyed the call is for

OLD
Sunny Brook
BRAND

Whether your roof is the wide blue skies of the southwest or
the softly-lighted ceiling of an eastern cocktail lounge, it's
smart for you to ask for Old Sunny Brook—Kentucky's cheerful whiskey!

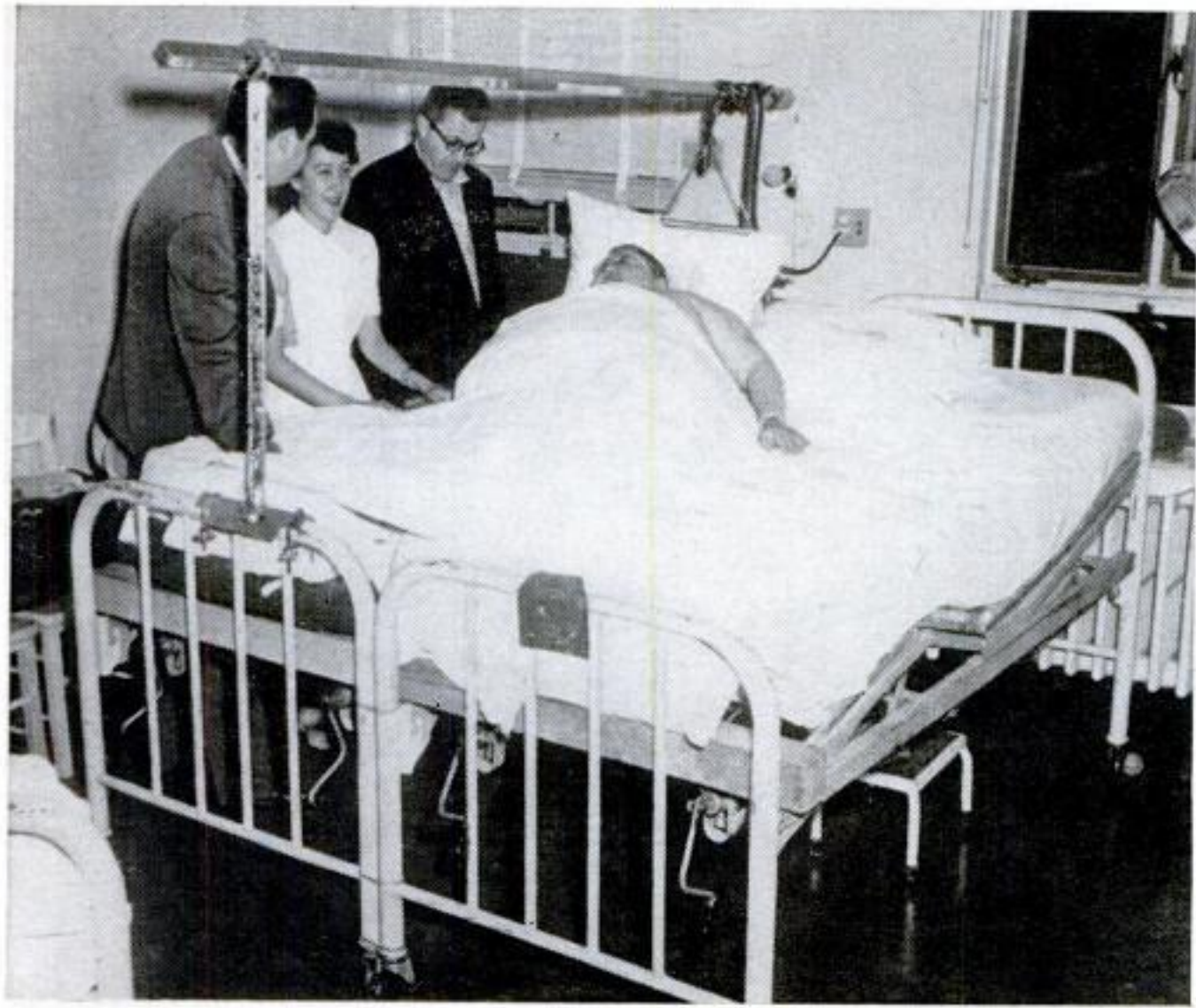
"Cheerful as its Name"

*which
do you
prefer?*



Kentucky Blended Whiskey, 86 Proof, 65% Grain Neutral Spirits • Kentucky Straight Bourbon Whiskey, 86 Proof • The Old Sunny Brook Co., Louisville, Ky.

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CASE OF THE FAT MAN concerned 682-pound client who lay in two beds that Belli (second from right) had wired together at hospital for publicity purposes.

KING OF TORTS CONTINUED

before graduation I was suddenly taken drunk. Next day I was unable to make the speech. In fact I was unable to find the school." When the principal was told why the valedictorian had not appeared, he withheld Belli's diploma. At this, Belli and his father consulted an old family friend who happened to be a judge, and a ferocious one at that.

Belli still remembers the incident with awe. "The old man rummaged around in his desk and he pulled out about six or seven feet of writs. Lord, he had a plevin and a replevin and a couple of *res ipsa loquiturs*, two writs of *mandamus*, a *subpoena duces tecum*, a *habeas corpus* and an old enameled sign that said 'No Smoking While Court Is in Session.' He wound up and whacked the principal with the whole batch." Belli promptly got his diploma and promptly decided that if this was the law, he would be a lawyer.

He got his law degree from the University of California at Berkeley in 1933. Thereupon, recognizing that publicity is a personal injury lawyer's best friend, he commenced to lurk around the San Quentin jail, offering his services free to various felons who happened to be well known. He filed appeals and writs for a number of celebrated convicts with small success, but after a few years of association in the press with such company, some of the glory rubbed off on Belli and he too became well known.

Belli is now 47 years old but appears far younger, a circumstance his contemporaries find annoying. Conservative attorneys shudder at his haberdashery. He owns about 50 pairs of shoes of exotic leathers such as ostrich and has so many suits that his wife Toni, whom he calls Rover, complains that she has to hang her own clothes on a hook in the bathroom. The suits are mostly of blue serge and look as though they had been bought by mail order from a very uninhibited tailor. His accessories, from the vermilion vest to the doorknoblike gold cuff links, are in harmony with his suits.

His performance frequently matches his appearance. A few years ago his client in a personal injury case was a 682-pound circus fat boy who had been hurt in an automobile accident. At the hospital Belli's client lay athwart two hospital beds wired together. (This arrangement was used so that whenever Belli was asked, "Is your client in bed?" he could reply, "No, he's in two beds.") Belli hired a moving van to transport his client to the courtroom. He also hired a large traveling crane to hoist him through a second-floor window. The hoisting never took place, however. The defense attorney, who had been slowly suffocating with embarrassment, suddenly settled the case on the courthouse steps for \$14,500.

Despite his penchant for ridiculous and perhaps cruel theatrics, Belli has the guarded respect of most of the judges before whom he appears and of his opponents as well. Paul Dana, a brilliant defense attorney of the august San Francisco law firm of Dana, Bledsoe and Smith, says, "Belli is a magnificent trial lawyer. I ought to know. He once beat me in a \$225,000 verdict." Judge Theresa Meikle of San Francisco Superior Court says simply, "He is the best trial lawyer I have ever seen."

The case in which Belli beat Dana in 1948 was Belli's most important one and is a classic in the personal injury field. It con-

CONTINUED ON NEXT PAGE

America's fastest growing favorites in vacuum cleaners!

Look what you get!



Exclusive
ATTACH-O-MATIC
Clip-on Tools

NO DUST BAG TO EMPTY
of course!

Easy roll
ROTO-DOLLY
optional at
small extra cost

Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREON

Why pay \$80, \$90, even up to \$100 for any canister type cleaner? You can save as much as \$30 by choosing the Eureka Roto-Matic—and you get a cleaner that's proved better in every respect by impartial, independent laboratory tests. Proved in homes, too—by the tens of thousands of alert American Housewives who have made Eureka the nation's fastest growing favorites in vacuum cleaners! Call your nearest Eureka dealer—as soon as you can!

New! Miracle Cleaning Tool for Shag Rugs!

Clips instantly to rug nozzle—lifts and cleans every strand, whisks up deep down dirt from cotton shag rugs without pulling or sliding! Optional, \$1.00.



Cleans all over
from one position

EASY ACTION SWIVEL-TOP!

You clean a whole room without once moving the Eureka—save time, save steps, end wearisome tugging and lugging forever!



AMAZING 3-D RUG NOZZLE

Full "3-D" power all around—front, rear and both ends of nozzle—cleans deeper, cleans more area per stroke.

Look what you save!

EUREKA
Roto-Matic Swivel-Top Cleaner

\$**69**⁹⁵
complete
with
8-piece set
of deluxe
attachments

Save \$20 to \$30

For those
who prefer
the upright
type of cleaner.



The **EUREKA Automatic**
with Motor-Driven Disturbulator

Rolls smoothly on large wheels. Only 6" high, goes easily under low furniture.

FALL SPECIAL TRADE-IN OFFER

Regularly \$89.95 \$**69**⁹⁵ and your old cleaner
Save \$20

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Lay it away **now**

If you want to make this an unforgettable Christmas for someone dear to you, give a Hamilton watch. There couldn't be a more wonderful way to say, "I love you." And there couldn't be a better time to choose your Hamilton than today. Your jeweler has just received his Christmas stocks; selections are complete. Just a few dollars down—and he will gladly lay away the Hamilton of your choice till Christmas Eve!

It means
so much more
to give—or get—a

Hamilton

WILSON, \$79.50. DELMA, \$72.50. Prices include Federal tax.



Write for free color folder of 1954 Christmas styles to Dept. L-34, Hamilton Watch Co., Lancaster, Pa. ©HWC.



"Coffee-break" for a busy mother

Hands at the stove. Eyes on the clock. Watch the toast. Time the eggs. Feed the children. Clean. Another day begins! And then, mid-morning — a moment's peace, a quiet kitchen, and the welcome thought: "Now for a cup of coffee!" Coffee! Is there anything so cheerful as the smell of freshly brewing coffee? Nothing else brightens the hours so much. Coffee! So friendly, so bracing,

so wonderful to taste. So much pleasure —and only pennies a cup. During *your* day, too, make it "now for a cup of coffee!" Enjoy coffee often—and make it right. Use 2 level tablespoons (or 1 Standard Coffee Measure) to every cup. Give yourself a "Coffee-break." Think better, work better, feel better. PAN-AMERICAN COFFEE BUREAU, 120 Wall Street, New York 5, New York

SUPERB CUISINE



UNEXCELLED DRINKS

FONG'S IROQUOIS VILLAGE

1436 EL CAMINO REAL
REDWOOD CITY

BELLI FLOP in business was his \$50,000 investment in a restaurant operated by a former client, Horace Fong, shown beaming at Belli (left) in this ad.

KING OF TORTS CONTINUED

cerned a fireman named Fred Reckenbiel of East Vallejo, Calif., who was injured when a truck rammed the fire engine he was riding. The driver of the truck claimed that he had not heard the siren and that since the fire engine had gone through a red light, he was not responsible for the accident. This was the crux of the case: emergency vehicles have the right to run through red lights but must give adequate warning before and while doing so. To prove to the jury that the siren *was* audible, Belli chartered an airplane, flew over the intersection and took a picture. He then blew it up to enormous size, brought it into the courtroom and introduced no fewer than 29 witnesses who lived in the neighborhood. Each solemnly pointed out his home on the photograph and stated that he had been in his home at the time of the accident and had heard the siren. It was a damning presentation.

A secondary issue in the case was the matter of Reckenbiel's mental condition. Belli claimed that the fire captain had a traumatic psychosis and would have to remain in an institution—where he was during the trial—for the rest of his life. The defense took the view that Reckenbiel would be out of the institution shortly after the case was over. In an effort to prove that Reckenbiel was faking, the defense had one of its investigators committed as a mental patient. The investigator spent hours talking to Reckenbiel, only to discover that the fire captain actually did have a psychosis (he is still hospitalized), and thus the maneuver came to nothing. In fact it came to worse than nothing since the institution refused to release the investigator when he wanted to get out. "Of course we can't let him go," one of the doctors said. "He's a very sick man." After considerable maneuvering the investigator was reluctantly released as "partially cured" and has since stayed well away from institutions.

The jury voted an award of \$225,000, a sum which made newspaper headlines at the time. The case was appealed and, while the appeal was pending, was compromised for \$187,500.

Belli's 33⅓% fee amounted to \$62,500, which was of course merely a part of his annual income. Ordinarily he has several cases simultaneously on the stove. What Belli does with this sort of money may be somewhat upsetting to the prudent mind. Until recently he had an office safe full of Twisto toothbrushes, the dream of an inventor who happened to wander into his office one day. Twisto toothbrushes have cylindrical handles containing toothpaste; at the flick of a widge a gob is expelled from the cylinder and lands neatly on the brush like a frog on a lily pad. Belli invested heavily in this device but it turned out to have a flaw: sometimes its mechanism would jam and it would continue to fire like a machine gun. He carried supplies of Twistos in his inside breast pocket for demonstration purposes and occasionally found himself with an armpit full of toothpaste.

Belli has also invested in some dry oil wells and a prime turkey of a movie called *Tokyo File 212*. But perhaps his greatest venture into the financial swamp was a restaurant called Fong's Iroquois Village, which existed briefly in Redwood City, Calif. The Fong of Fong's Iroquois Village was a Chinese-American whose first name was Horace; the Iroquois were, of course, a nation of Indians. How they became entangled is an odd legal tale.

Horace Fong, a restaurateur, moved into an apartment in San Francisco a few years ago, but no sooner had he got settled than the landlord tried to evict him on the ground that he was Chinese and

CONTINUED ON PAGE 80



Oh what beautiful mornings—when you get up on your toes!

You, too, feel bright and new—when mornings find you relaxed, refreshed, restored—brimming with well-being! If something is robbing you of these wonderful things, the villain could be a too-soft or too-hard mattress—or outdated construction and materials that heighten nervous tensions and allergies. Maybe you should see the AIRFOAM-ENGLANDER *modern* slumber-mates—they've brought deep sleep, new vitality to millions! Goodyear, Airfoam Department, Akron 16, Ohio.

These are yours, through the years, with AIRFOAM-ENGLANDER —

FIRM, ALL-OVER SUPPORT—Continuous honeycomb of buoyant AIRFOAM is strongest where your weight is greatest, "floats" you to sleep on an even keel.

EVERY CURVE CRADLED—AIRFOAM, with over half a million air cushions in each cubic inch, is naturally buoyant. It fills in back and body-hollows, relaxes nerves, joints and muscles.

A BOON TO ALLERGY SUFFERERS—Unlike other type cushionings, AIRFOAM doesn't generate dust, lint or fluff that excite the common allergies.

NEVER NEEDS TURNING—AIRFOAM breathes fresh air with your every motion, keeps itself cool, fresh and inviting, plumps itself up in the morning!

LONGER-LASTING—Because AIRFOAM is scientifically molded all in one piece, there are no parts to sag or break down.

THE SLEEP THAT'S 3-LAYERS DEEP—The sleepful advantages of AIRFOAM (1) are enhanced by the yielding upper spring layer (2) that fits your body weight and contour—and the firm lower spring layer (3) of the ENGLANDER RED-LINE FOUNDATION.

Airfoam
MADE ONLY BY
GOODYEAR
THE WORLD'S FINEST CUSHIONING

Englander
AMERICA'S MOST LUXURIOUS MATTRESS

AIRFOAM Mattress \$69.75
ENGLANDER RED-LINE Foundation . \$69.75
(Prices subject to change without notice)

Airfoam—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio
Red-Line—T. M. The Englander Company, Inc., Chicago



**A luxury
that actually
does you good!**

New after-shave blend—with two special ingredients—gives you protection you can actually *feel!* and a light, fresh scent that *stays with you!*

It gives you a wonderful *feel* of luxury . . . clears your head, brightens your morning! But, more . . .

Two special ingredients in Aqua Velva's blend do you a more serious service—they help protect you from infection; protect you from rough, raw shaves!

Every time you shave you scrape away not only hair—but *skin*. You leave unseen nicks and scratches on your face. ("Unseen"—untreated!) Here, say skin specialists, start the bulk of all serious shaving infections. For this reason, Aqua Velva's new blend was created! Its two special ingredients are concentrated to help protect you from infection. The *tingling* you feel when you apply Aqua Velva is "proof" of this new lotion's protective power.

Get the new Aqua Velva—now at better drug counters. For the well-groomed man, a 5-second dash makes the perfect finishing touch to your daily shaving interval.

KING OF TORTS CONTINUED

therefore *persona non grata* in a "restricted" neighborhood. This was gross discrimination, and Fong retained Belli to give the landlord the business. Belli obligingly smote the landlord with a couple of pounds of legal-size foolscap, buried in which was one of the most peculiar gimmicks in American law.

About a century ago a Californian committed a murder to which the only witness was a Chinese. At the time there was among the California statutes a law to the effect that Indians could not give testimony against whites in cases before the bench, the prejudiced theory being that Indians were notorious liars, full of malice and also unsanitary. If the murderer could get a judge to rule that the Chinese witness was an Indian, this would eliminate the witness and save the murderer the trouble of shooting him, which was the customary way of admonishing Chinese in California in the 1850s.

Accordingly the statute about Indians was interpreted by a judge and may be found to this day in *People vs. Hall* (1854), 4 Cal. 399. The judge based his ruling on some mumbo jumbo about Columbus having thought he was in India when he landed in America; India is pretty close to China; and anyway, let's not take the word of this heathen against Joe's.

Belli informed the flabbergasted landlord that Fong was not a Chinese but an Indian and that therefore restrictions which might be enforced against Chinese were null in his case. Moreover Fong was soon going to start availing himself of his aboriginal rights. He was going to have daily bow-and-arrow practice on the front lawn and would most certainly start wearing his tribal costume, consisting of a couple of feathers and an athletic supporter, in the corridors. The landlord hastily withdrew his action against Fong and started tipping his hat to him in the elevator.

Ordinarily a lawyer would have dropped the matter there. But Belli was so captivated by the Chinese-Indian notion that he went into partnership with Horace and set him up in Fong's Iroquois Village. Belli made up the menus himself, and listed only the things he personally likes, including various flaming dishes, strawberry omelets, Veuve Cliquot 1933 and a few items used as vehicles for variations of Fong's name ("shirred eggs à la Fongstein," "boiled cabbage O'Fong"). The Village lost \$50,000 in six months and folded.

Belli's personal relationships are not of an enduring sort. His first marriage did last about 17 years (he has four children) but it ended in 1950 in divorce. He remarried in 1951. He has had various law partners, none of whom stuck with him for long. He currently has a dozen younger attorneys working in his office. They stay with him for varying lengths of time, until they have absorbed as much knowledge of tort law and trial work as they can, or until they cannot abide him any longer.

How to be a Belli

HOW is it that the man who staged the travesty of the fat boy and the derrick, the cofounder of Fong's Iroquois Village, can be said to have much influence on American legal proceedings?

Belli's influence extends a long way from San Francisco for various reasons. First, because he is a colorful individual, his name and his trial techniques are likely to crop up in lawyer's shoptalk anywhere. Belli does what he can to assist the upcropping. When he wins a big award he is swept away by enthusiasm and excitement and spends huge sums on long-distance phone calls to tell startled attorneys all across the U.S. exactly how he did it.

Belli also travels throughout the nation to give lectures to bar associations, law students and local groups of N.A.C.C.A. lawyers. Since 1950 he has turned up to speak in all but three states and has spent, by his estimate, 1,000 hours explaining, to men less informed or imaginative than himself, how to reduce juries to aspic. He is also an able writer of pamphlets. And then, of course, there is his vast *Modern Trials* (in three volumes, two of them already released and the third due momentarily), larger than Blackstone, which retails for a cool \$50. In it Belli has set down everything he knows about personal injury law and illustrated it with more than 400 photographs and diagrams. The strongest sections are those which deal with medicine and the law. With the exception of a few rare individuals who cannot stop going to college and hold both LL.B.s and M.D.s, Belli knows as much about medicine as any lawyer in the country. He frequently refers to himself as "Dr. Belli" and has delivered lectures on medicine to law students, and lectures on law to medical students. (He argued to have his publishers, Bobbs-Merrill, accept, in lieu of the standard portrait of the author in the front of the book, an X-ray of his spine. Bobbs-Merrill said no.)

Belli's sections on jury selections are also strong. Citizens who

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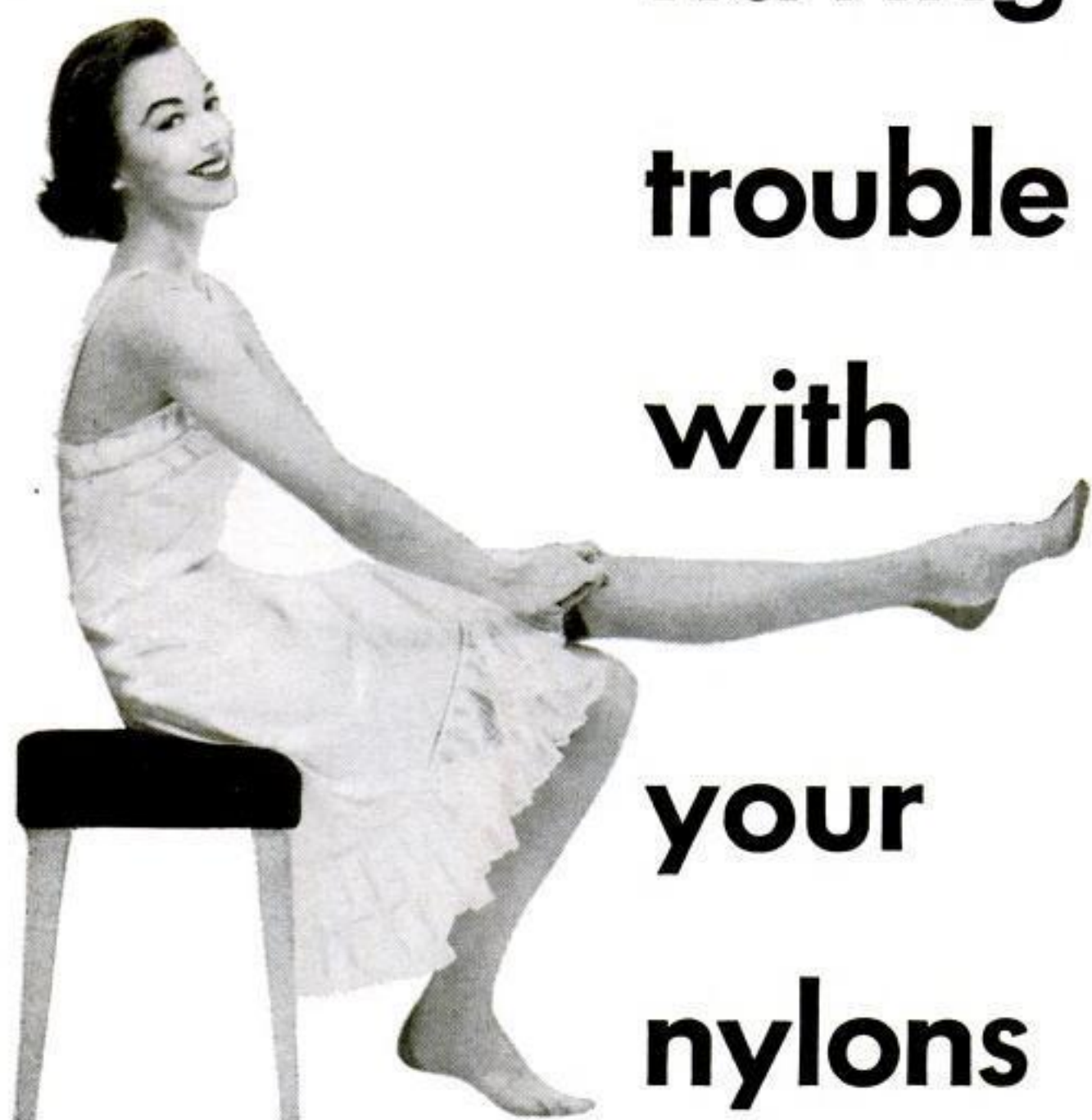


This new Manhattan Blue was born in a television studio

MANHATTAN is first to introduce the famous softlight blue (Television Blue) discovered by TV stars and technicians. Of all colors it's the one that shows up best under the glare of television lights. Destined to be the color-find of the season, TV-Blue shirts and sport shirts play a supporting role to dark-

toned suits and sport jackets. Shown here: Broadcloth shirt with a Blake short spread stay collar, French cuffs, \$3.95. Oxford, \$4.50, Piqué, \$5.00. Sport shirt in soft flannel blend, \$7.95. Cotton striped pajamas, \$5.00. Boxer undershorts, \$1.25. The Manhattan Shirt Company, 444 Madison Ave., New York, N. Y. ©1954





having trouble with your nylons

Haven't you been embarrassed and annoyed time and again by snags and runs? Then stop washing your nylon stockings the old-fashioned way...with soaps and flakes...start washing them with Nylast!

You see, soaping weakens nylons...but Nylast strengthens them! Yes, amazing new Nylast, made exclusively for nylons, actually strengthens and protects nylon stockings as it washes them. Why? Because Nylast contains vital ingredients by DuPont that coat each nylon thread with invisible

protection against snags and runs. A survey among thousands of women proves that regular Nylast users average sixteen extra wearings! So tonight, strengthen and protect your nylons as you wash them. Cut your hosiery bills in half. Get Nylast at your favorite store or supermarket.

nylast*

for washing nylons

A product of Seeman Brothers, makers of Air-Wick, and distributors of other dependable household products for 67 years.



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KING OF TORTS CONTINUED

have been selected or rejected as jurors, in almost any sort of trials, may be interested in his advice to lawyers. "Beware of the military mind," he says. "Anyone who has sat on a military court thinks civil laws are much too lenient. . . . Beware also of the farmer. He is the recipient of more governmental bounty than any other class of person, yet by nature, remains thrifty and even self-ish. Avoid him. . . . If the case involves a woman plaintiff, beware of women jurors. . . . Artists, literary people, musicians and the like are good plaintiff's jurors. This type of juror is (or lives in hope that he will be) used to large sums of money, and in one lump sum. He is willing generally to redistribute the wealth. . . . Irish, Italians, Jews, French, Yugoslavs and Negroes are all good plaintiff's jurors. Beware of the English, Scandinavian and German. . . . Experts of any sort, professional people, nurses and wives of professional people should be rejected. They are contentious, anxious to display their own knowledge. Nurses, doctors and their wives are calloused to suffering and are bad for plaintiff. . . ."

"Demonstrative evidence," a device with which Belli's name is synonymous in personal injury law circles, has of course been used for centuries, although largely in criminal law. (This is the gun, this is the bullet, this is the bloodstained carpet . . .) The large-scale introduction of physical objects as evidence in civil trials, however, is a fairly recent development. Belli is far from the first lawyer to do so, but he has spoken and written so frequently and vehemently about it that many suppose he must be.

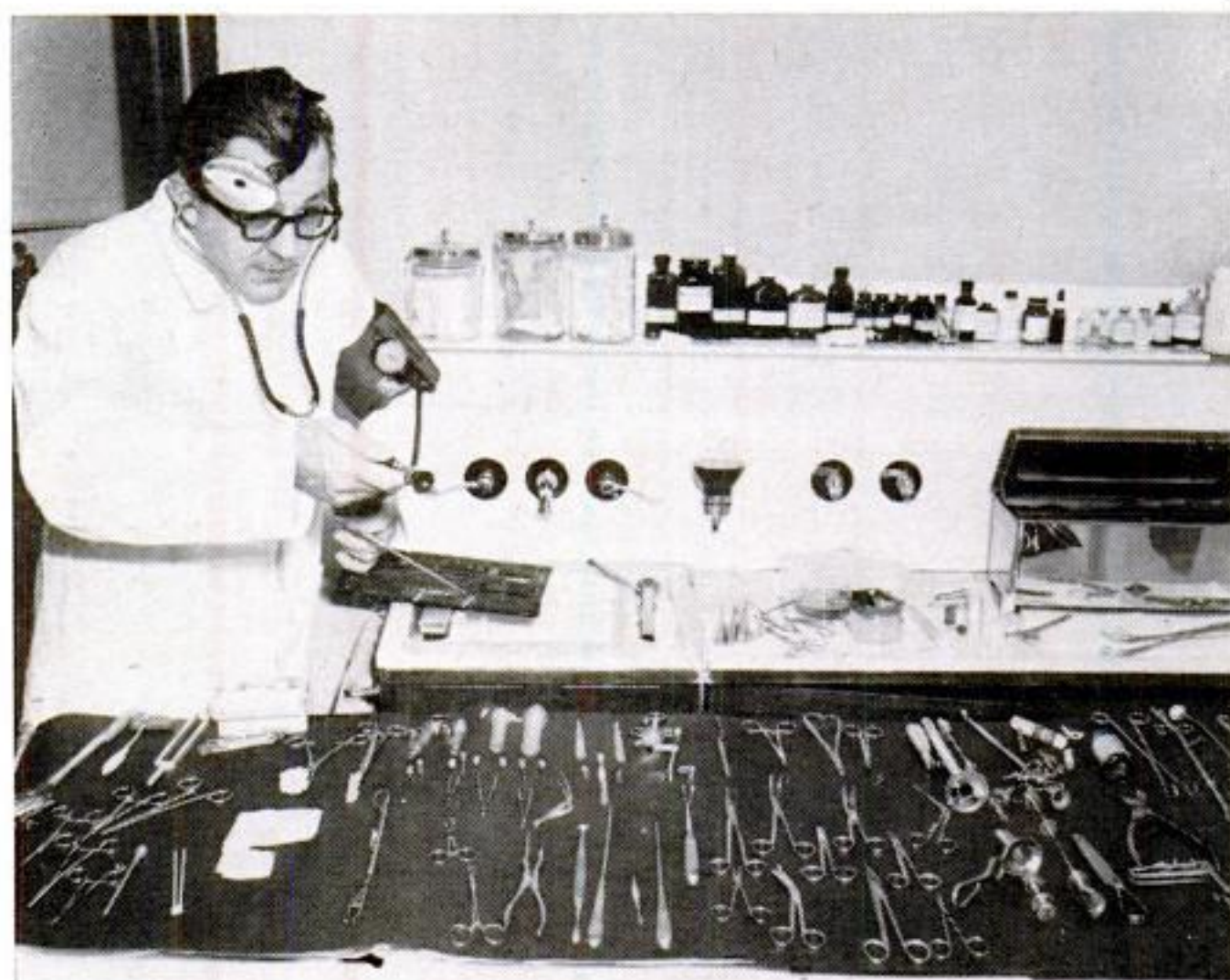
"Waste no time explaining windily to the jury that there has been an automobile collision, that your client has suffered a broken arm, a fractured skull, abrasions, contusions and shock," he says. "Instead, subpoena the negative of a newspaper picture of the accident, make a life-size print and show it to the court. 'This is my client lying under the car in the pool of blood and gasoline,' you say. 'And here is the priest administering the last rites. . . .'"

Other Belli pointers:

- ▶ If your client has been hospitalized, go to the hospital, remove his bandages and take photographs of the wounds in color. Infra-red is effective. Subpoena the X-rays and the hospital charts.
- ▶ Has your client suffered an internal injury? Introduce a human skeleton in evidence and point out to the jury exactly which bone has been broken and in what manner.
- ▶ Has the client had to undergo an operation? Do not say merely, "My client's arm required amputation," but subpoena the surgeon as witness and say, "Doctor, what kind of noise does this saw make cutting a bone?"

("Objection!" "Sustained!" But the jury will remember it just the same.)

Belli's book is so full of detailed instructions that even the most inept practitioner will have some success with it, while the master craftsman will construct some beautiful cases. The current record for awards stands at \$420,000, won by a Chicago lawyer this year in a case against the Milwaukee Railroad. The half-million-dollar mark seems certain to be passed momentarily. The insurance industry, which has been fighting Belli (and N.A.C.C.A.) tooth and claw, must brace for a jolt.



BELLI CHRISTMAS CARD shows him with display of surgical instruments, a reminder that his medical knowledge helps to win personal injury claims.



Now...At Your Rexall Drug Store

11 Vitamins+12 Minerals
in One Daily Tablet!

New REXALL SUPER PLENAMINS

TO GUARD YOUR FAMILY'S DIET

BOTTLE of 36

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Only \$2.59

FAMILY BOTTLE OF 72
(2½-Month Supply) **\$4.79**

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GIANT BOTTLE OF 144
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AS
LITTLE
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A DAY

ALL VITAMINS WHOSE DAILY REQUIREMENTS ARE KNOWN TO MAN

You get more than your minimum requirement of all those vitamins for which minimums have been set.

PLUS vitamin B₁₂, folic acid, and true liver concentrate made from 5 times as much whole liver as the dried liver found in many products...

PLUS 12 important minerals including calcium, phosphorus and 1½ times your daily iron and iodine requirements!

ONE TABLET gives you more than 2 capsules provided before, thanks to Rexall's exclusive new

process that maintains the potency of these food elements *even when combined in 1 tablet.*

A SECRET PROCESS of coating the ingredients permits the blending of vitamins and minerals which formerly could not be combined successfully. This requires 31 separate steps, each checked carefully by laboratory tests. The result:

UNSURPASSED retention of potency and stability. *Positive potency protection.*

ONLY REXALL scientists produce the new, one-tablet Super Plenamins. Only Rexall Drug Stores sell Super Plenamins.

HERE'S EXACTLY WHAT YOU GET IN EVERY TABLET OF NEW SUPER PLENAMINS

Vitamins A, B₁, B₂, B₆, B₁₂, C, D and E... folic acid, niacinamide, pantothenic acid, liver concentrate... and 12 minerals: iron to protect against anemia caused by iron deficiency; iodine to help guard against simple goiter; calcium and phosphorus to help maintain good teeth and bones when mild deficiencies are present... plus copper, cobalt, manganese, magnesium, molybdenum, potassium, zinc, nickel. No other leading brand gives you more minerals than Super Plenamins.

HOW THEY GUARD THE DIET That is Deficient in These Vitamins

VITAMIN A Helps maintain resistance, promote cell growth, prevent night blindness.

VITAMIN B₁ (Thiamine) guards against neuritis and nervous upsets by promoting proper nervous system functions. Aids utilization of carbohydrates. Stimulates appetite.

VITAMIN B₂ (Vitamin G; Riboflavin) acts as oxygen carrier for proper utilization of food, especially carbohydrates.

VITAMIN B₆ Helps the body utilize proteins and fats.

VITAMIN B₁₂ Effective, along with folic acid and iron, in stimulating formation of red blood cells.

VITAMIN C Prevents scurvy. Guards against gum diseases and gingivitis.

VITAMIN D Helps prevent rickets and encourages strong bones and teeth in children.

VITAMIN E Helps regulate cell metabolism.

FOLIC ACID (Vitamin M) helps stimulate cells of bone marrow to normal function.

NIACINAMIDE Guards against pellagra and certain skin disorders.

PANTHENOL Aids in proper utilization of other vitamins.

No Other Vitamin Product Known Gives You More for Your Money



Super Plenamins Give You: 12 more minerals and 2 more vitamins than brand X; 12 more minerals than brands X or Y; 3 more minerals than brand Z; 3 times as much vitamin B₁₂ as brands X, Y or Z; twice as much vitamin D as brands X or Y; more vitamin E, folic acid and consistent quantities of liver concentrate than brands X, Y or Z.

Right reserved to limit quantities. Items and prices may vary slightly in Canada. Rexall Drug Co., Los Angeles 54, California.

NOW...ONE TABLET GIVES YOU MORE THAN 2 CAPSULES PROVIDED BEFORE

MORE
Vitamin A than
3 quarts of milk



MORE
Vitamin B₁ than 2
loaves enriched bread



MORE
Vitamin B₂ than
10 pork chops



MORE
Vitamin C
than 1 orange



MORE
Vitamin D
than 5 eggs



MORE
Niacin than
1 lb. lima beans

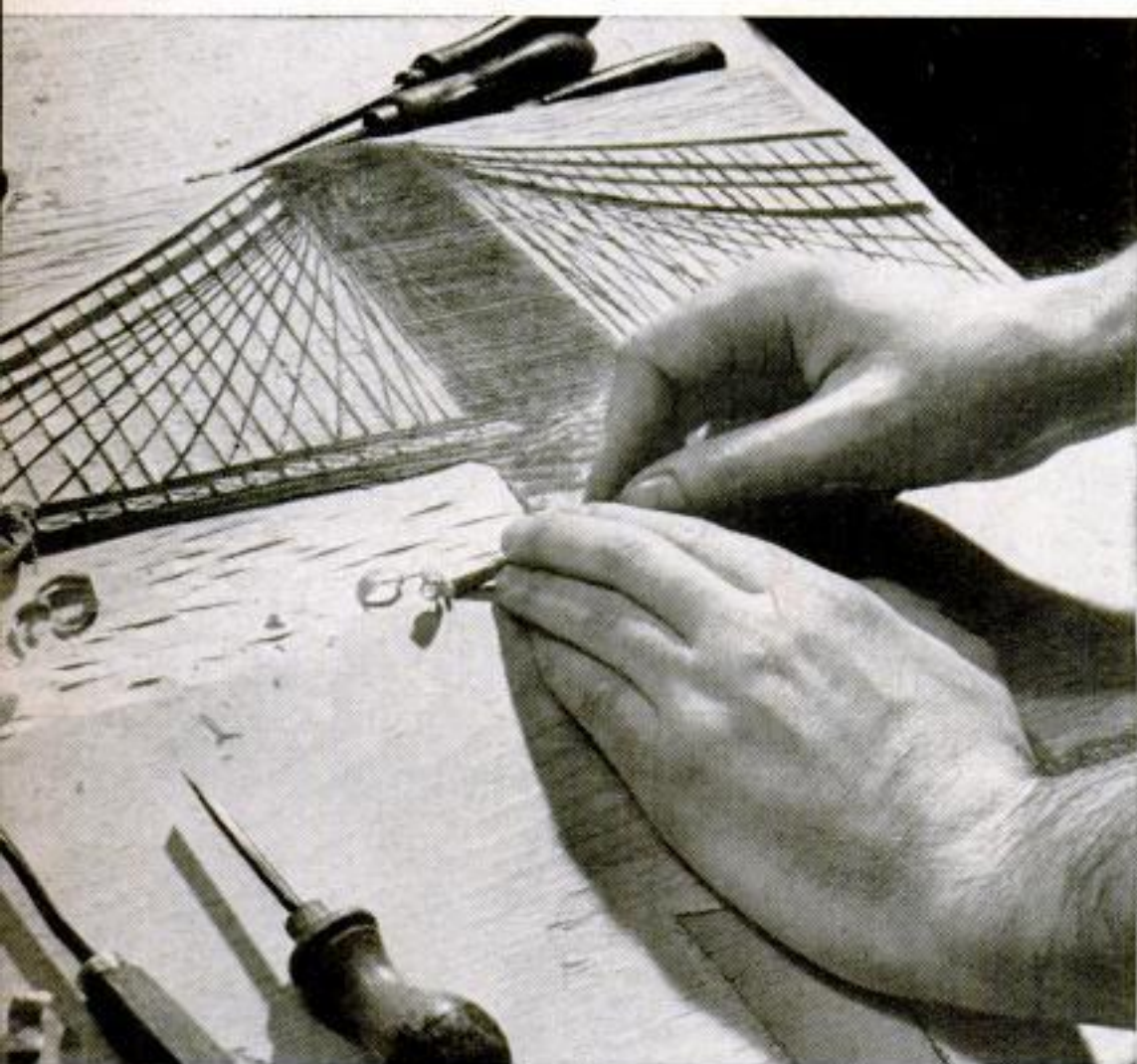


You Can Depend on Any Drug Product that Bears the Name Rexall



COMEBACK OF AN ART

LOW PRICES AND USE OF COLOR BRING A U.S. WOODCUT REVIVAL



CUTTING, Frasconi gouges wood to start block for LIFE woodcut. He cuts spaces between lines and the solid sections of scene he has drawn on wood.



INKING, the artist rolls color on the carved wood-block. He puts color only on uncarved sections which stand out in relief to form the final design.



PRINTING, artist places paper face down on the wood block and rubs it with an old spoon to transfer color from block. Design shows through thin paper.

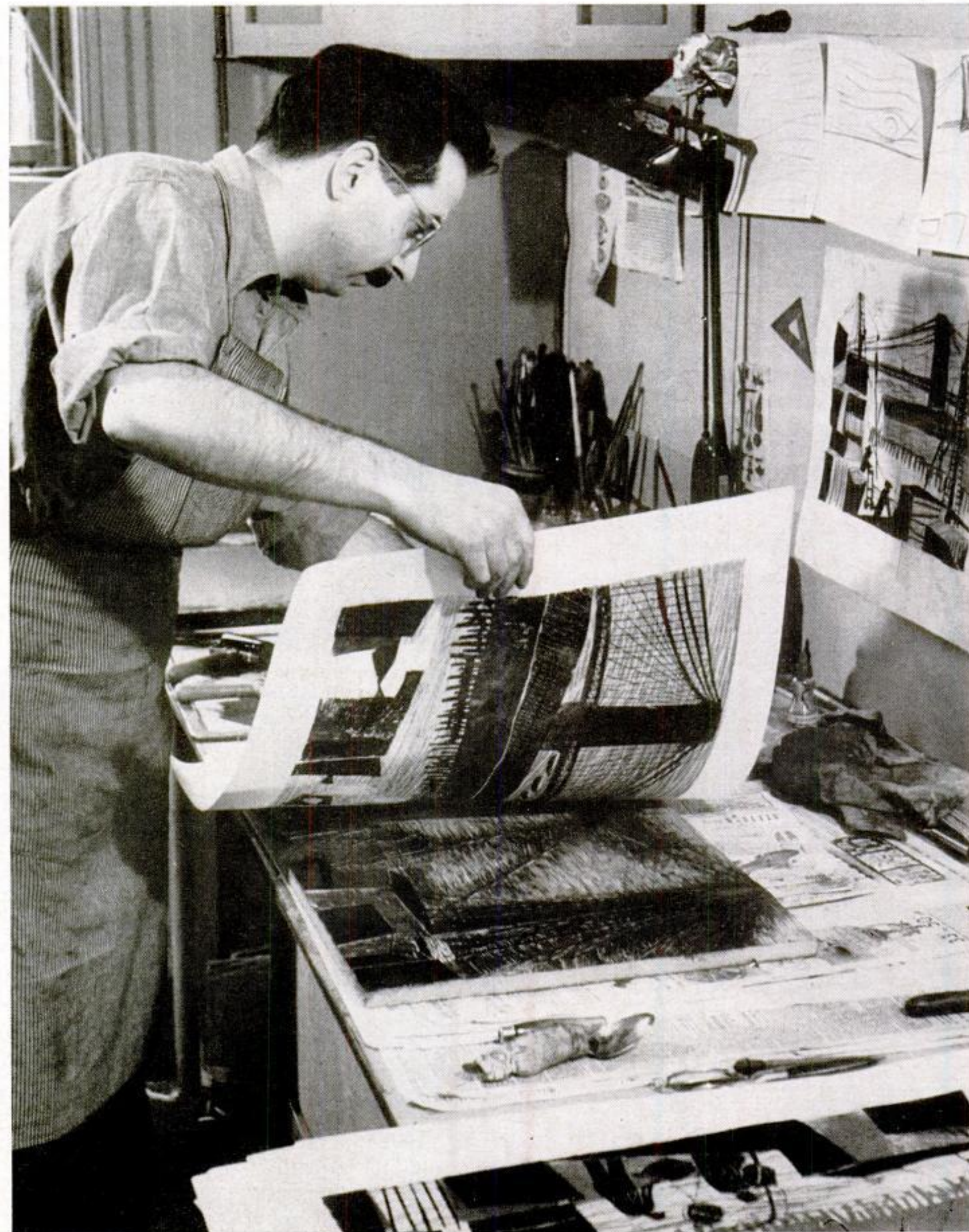
A 1,200-year-old art is undergoing an astonishing revival in the U.S. The word "woodcut" has meant so little to most people that a man who bought one recently was surprised to find that it was a sheet of paper and not a block of wood. Yet the growing interest in woodcuts has attracted scores of modern artists to this ancient form and U.S. museums have held more woodcut exhibits in the past three years than they had in the previous 30. Three of the prints on these pages are in a big exhibit now at the Museum of Modern Art in New York.

A woodcut is an impression, printed on paper, from a design carved in a block of wood. From one wood block 1 to 200 impressions can be printed. Because of the burgeoning popularity of this medium, LIFE commissioned Antonio Frasconi to do one of his favorite

subjects. He is shown on this page working over the woodcut on pages 86 and 87.

The woodcut has had a highly fluctuating history. After the Chinese made the first ones in the Eighth Century, the art followed trade routes into Europe, where, with the new use of movable type, it achieved importance illustrating printed books. But as literacy grew and larger editions of books were printed, the more durable metal line engraving replaced the woodcut. Despite sporadic revivals it has been a largely neglected art.

The wider use of color is one reason for the current revival. Price is another. While a painting by a recognized artist may cost several thousand dollars, a woodcut by a top artist may be bought—since many impressions are often made from one cut—for from \$5 to \$200.



PULLING PROOF, FRASCONI SEES HIS WORK EMERGE. FOR COLOR-BY-COLOR SEQUENCE, SEE PAGE 86

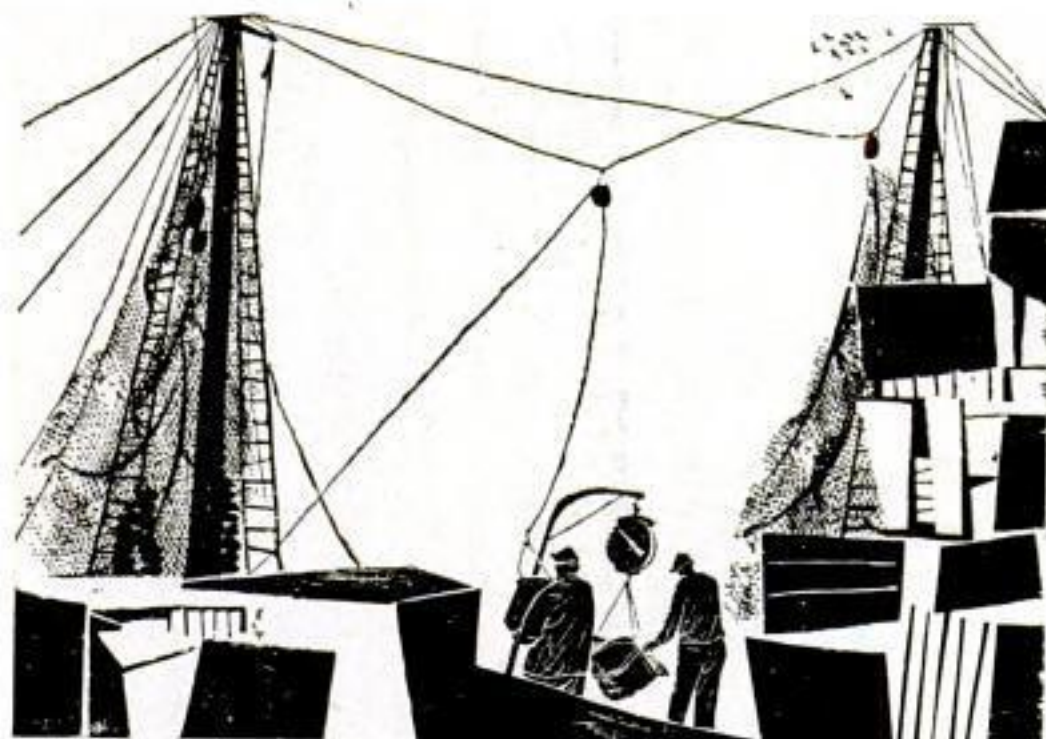


WEYHE GALLERY

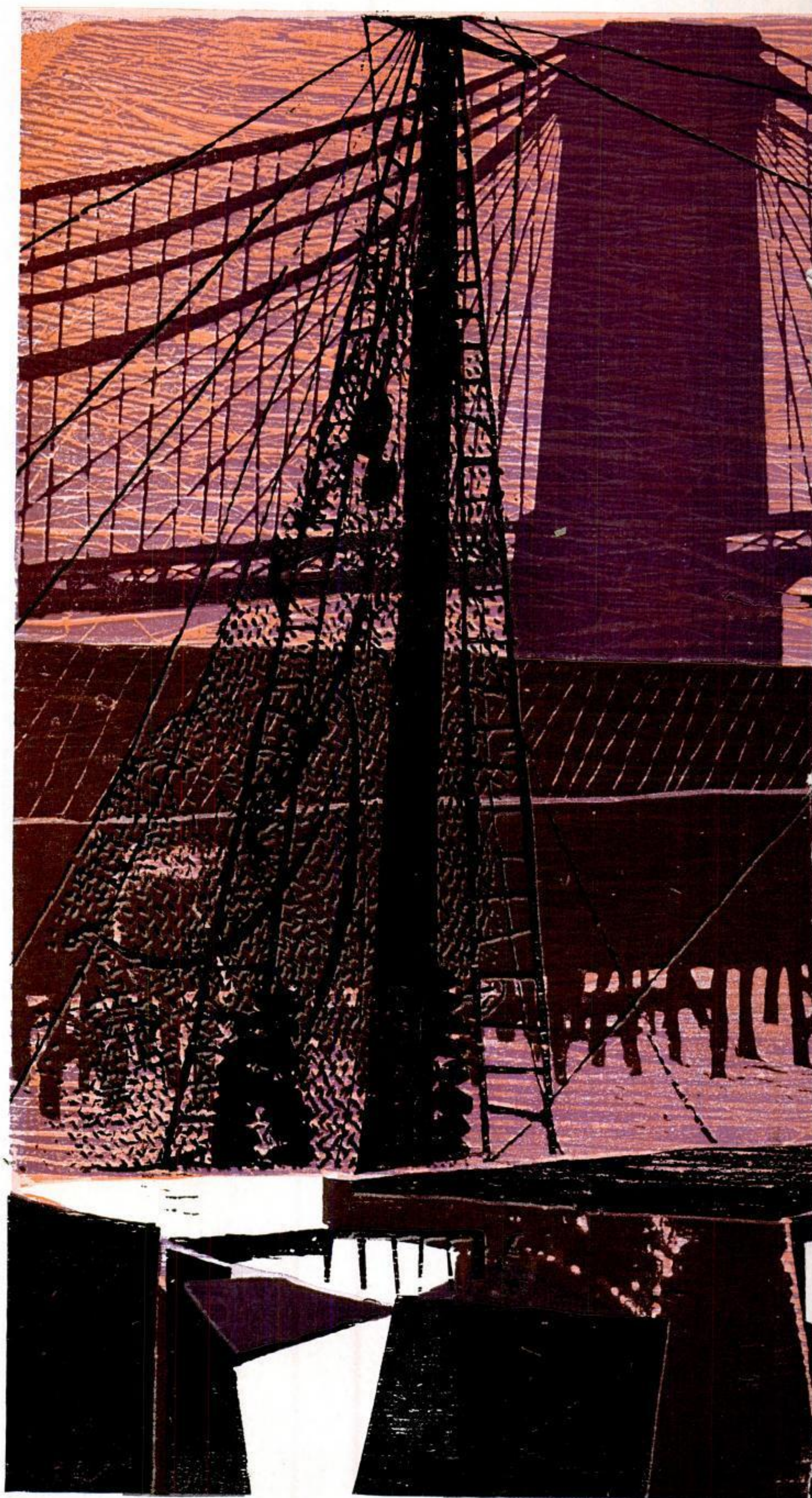
FRASCONI'S "THE STORM IS COMING," OF A WOMAN CONVERTING A NEWSPAPER INTO AN UMBRELLA, IS THE MOST POPULAR WOODCUT THE ARTIST EVER MADE

CONTINUED ON NEXT PAGE

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FIVE PATTERNS, each a different color, are impressions made by each of five separate wood blocks. By putting impressions one on top of the other, starting with design at top, patterns and colors merge into unified scene at right.

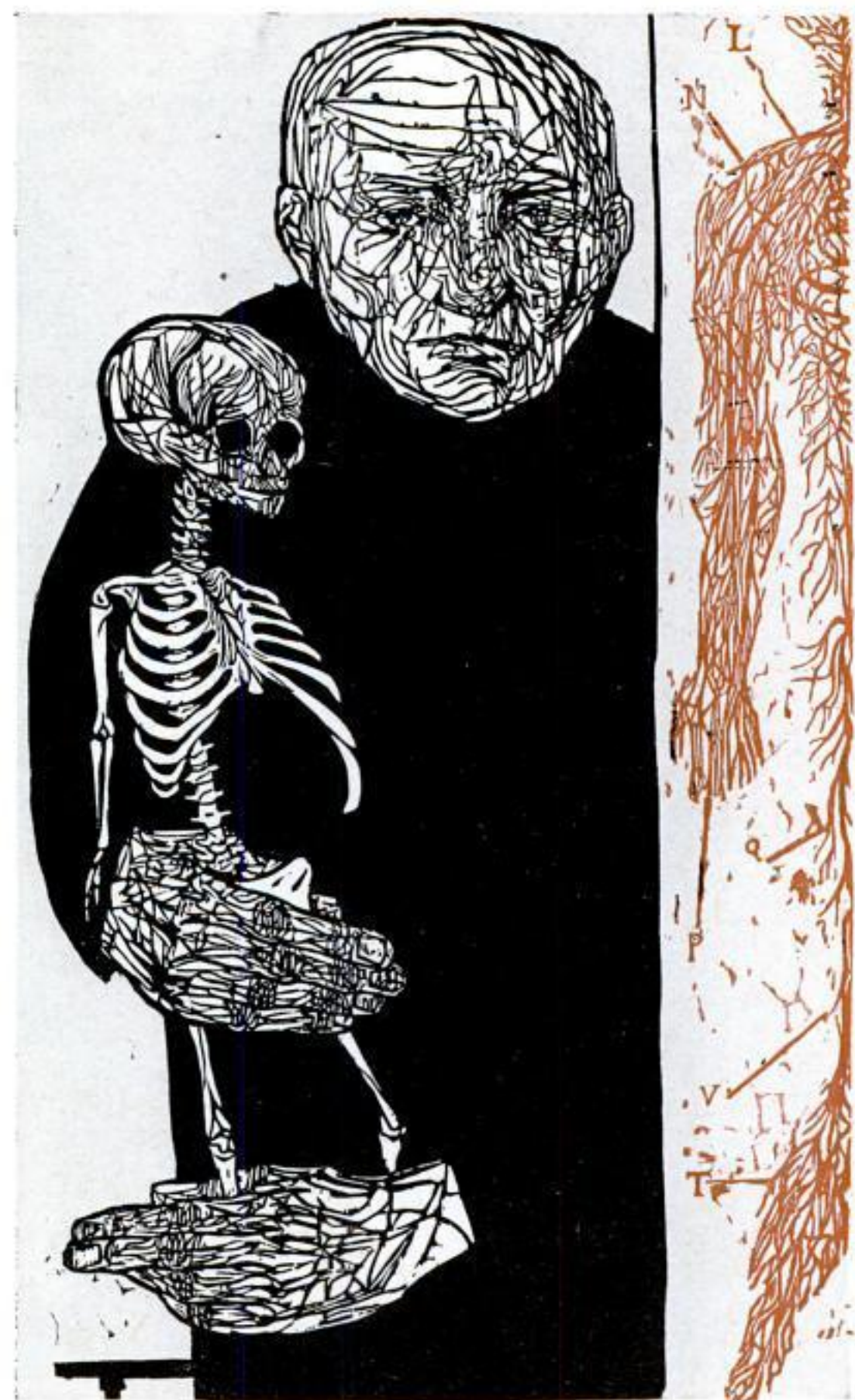
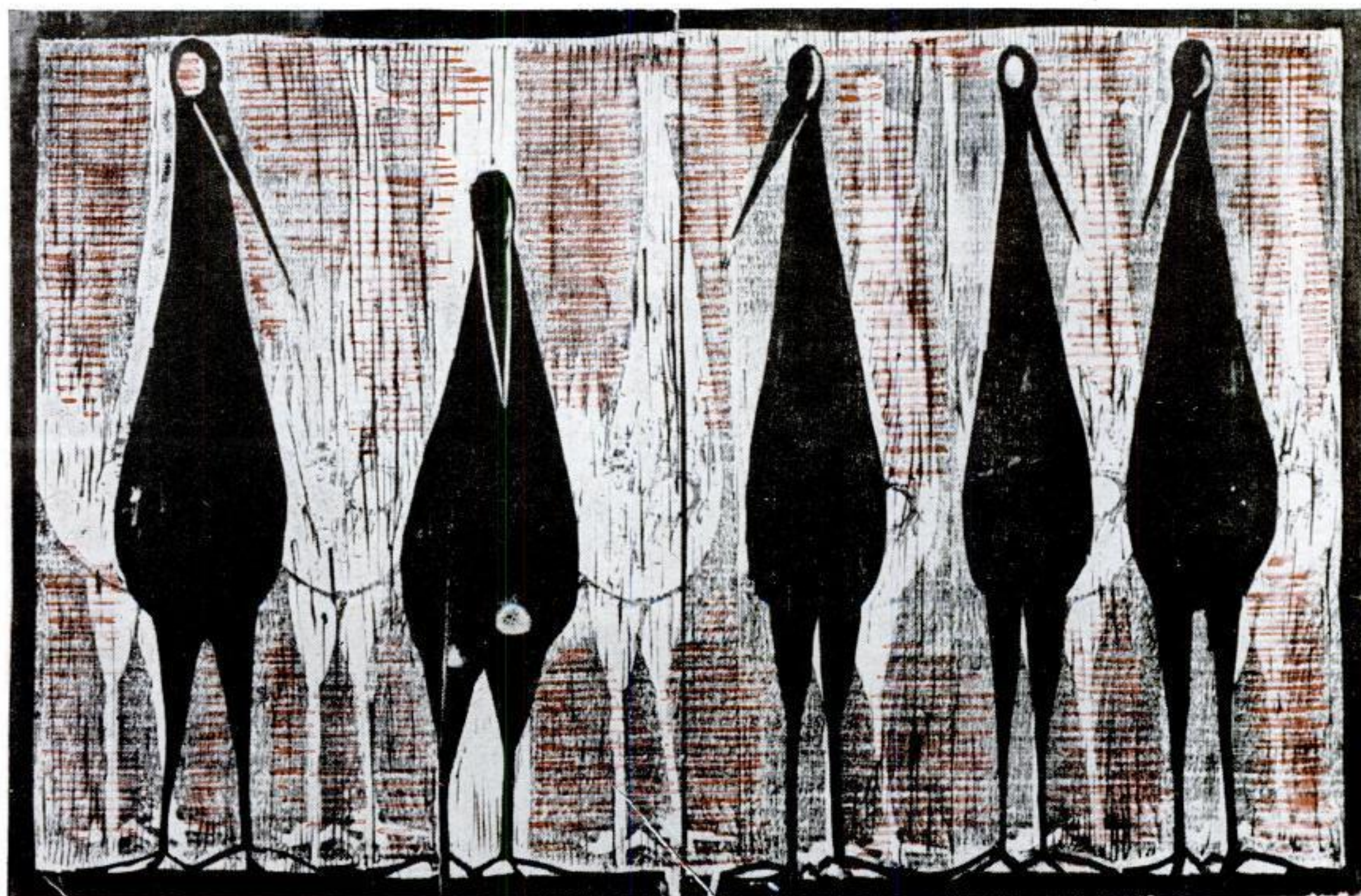


**FIVE BLOCKS MERGE
INTO SINGLE IMAGE**



STILTS by Leona Pierce, like the others on this page, uses only two blocks, red and black. She is Antonio Frasconi's wife but has a fine art reputation of her own, has had eight one-man shows.

COUNTERPOINT by Gertrude Quastler is a study of subtle rhythm in the movement of five birds. A doctor's wife, the Vienna-born artist uses her husband's scalpel to gouge out the wood.



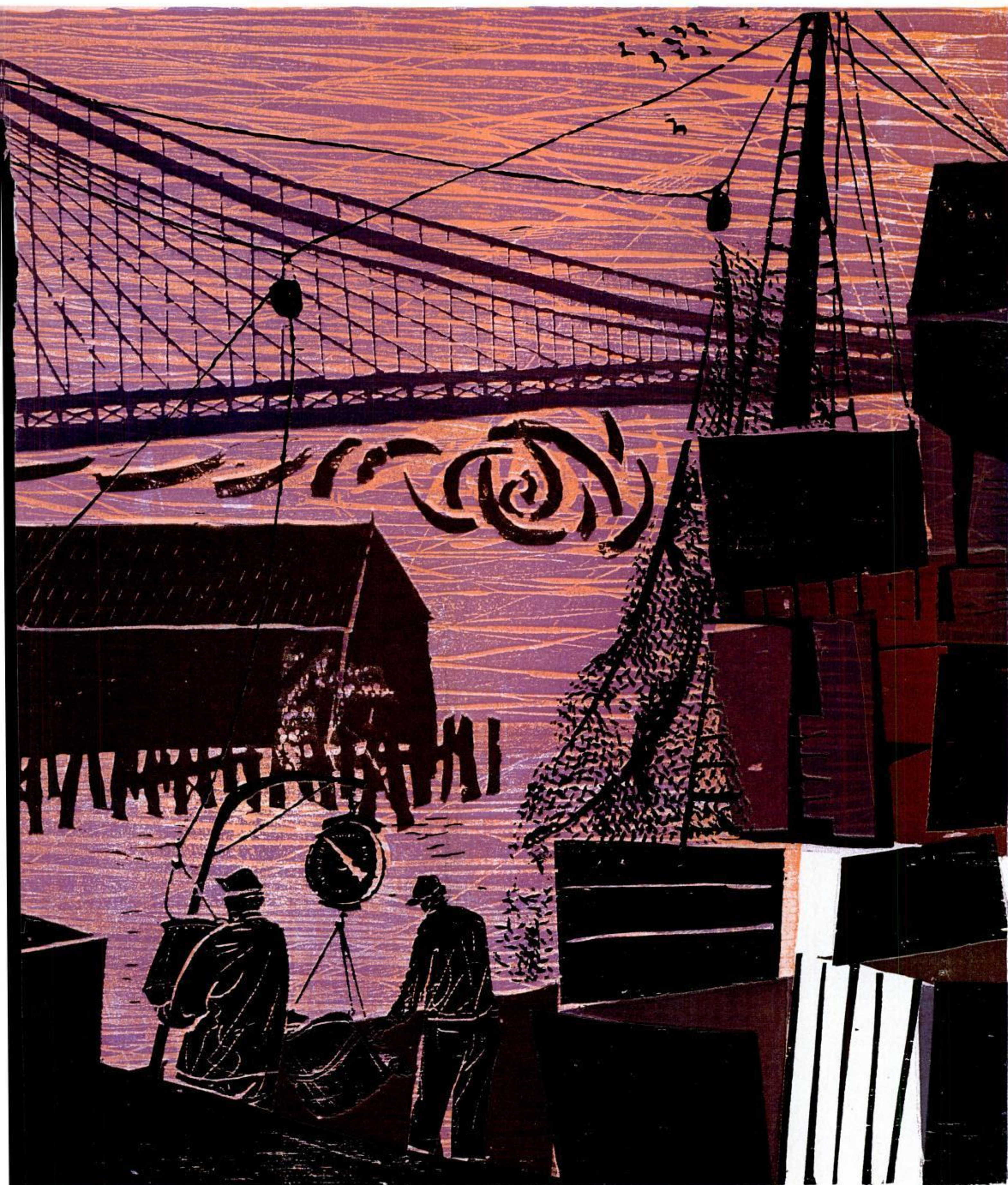
ANATOMIST by Leonard Baskin holds an infant skeleton. At right is artist's reworking of old Vesalius anatomy plate. Baskin does skeletons and nervous systems, he says, to probe man's inner nature.

new! deep



Tissue-Test proves it!

After you think your usual cleansing method has cleaned your skin, use a few drops of Deep Magic. Then look at your tissue. See all the clogging make-up that only Deep Magic can remove . . . Proof that Deep Magic cleans deep, deep down—where beauty begins!



Before producing the woodcut above, entitled *Sunrise—Fulton Fish Market*, Frasconi spent three months wandering around the wharves of New York's East River near the Fulton Fish Market. He explored old warehouses, climbed into the holds of fishing boats, roved about the fresh, slithering cargoes in the market—everywhere sketching and jotting down color notes. Back in his Greenwich Village

studio Frasconi devoted three weeks to creating this early morning scene near the Brooklyn Bridge, showing men weighing fish before loading them into crates. After making a full-size drawing for the woodcut, he broke the design down into five patterns of color and carved a wood block for each. The final product is a combination of all five blocks printed one after another on the same sheet of paper.

CONTINUED ON NEXT PAGE



GRACE BORGENICHT GALLERY

MEDIEVAL LADY by Bernard Reder is unusual in that instead of making block for each color artist applied different colors to areas of a single block. From this block he took only two impressions.

BULLFIGHT by Frederick O'Hara was done with eight wood blocks but artist used 15 colors by applying more than one color with a block. He made 210 impressions, an unusually large number.



INTERNATIONAL GRAPHIC ARTS SOCIETY



GRAND CENTRAL MODERNS

GIRL JUGGLING by Seong Moy brings a modern, semiabstract style to the ancient art. For this, he carved five blocks, used seven colors. Moy is a China-born U.S. citizen who teaches at Smith.

magic

facial cleansing lotion by Toni

cleans your skin up to 3 times cleaner than soaps or creams

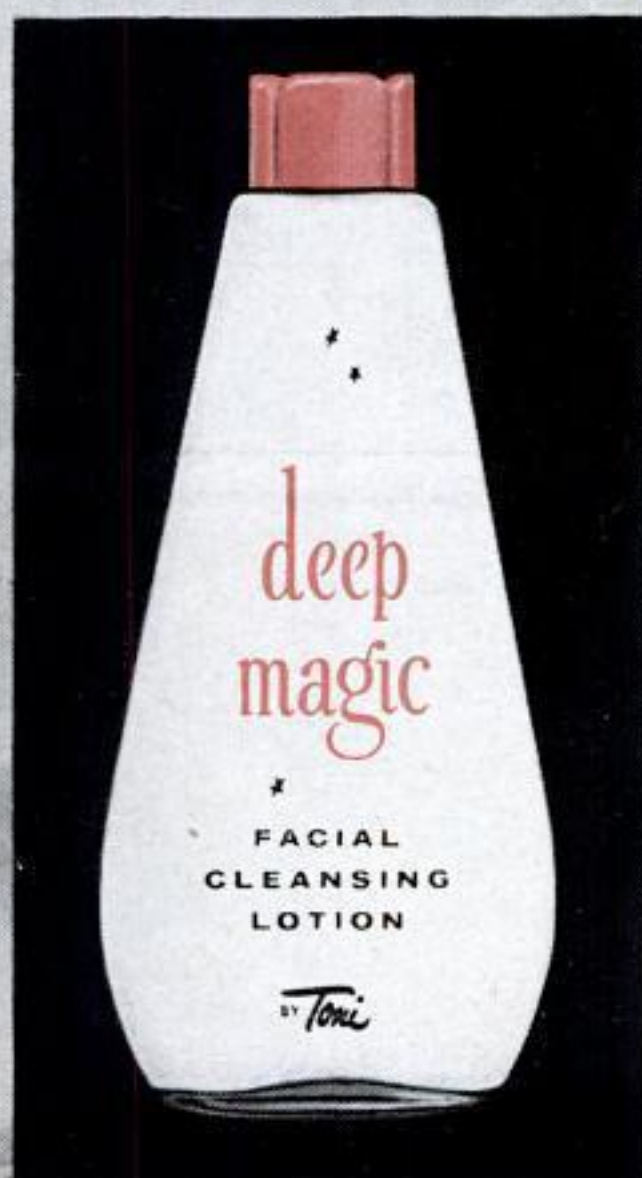
now you can have a clearer skin

because you can have a cleaner skin. New Deep Magic actually deep-cleans your skin as much as *three times cleaner* than soaps or creams—without soap drying, without cream greasiness!

It leaves your skin far cleaner, radiantly clear the *very first time* you use it. Lanolin-gentle Deep Magic actually replaces natural oils, leaving behind an invisible powder base.

Try Deep Magic today. See the wonderful magic it works on your complexion!

(60¢ and \$1.00, plus tax, wherever cosmetics are sold.)

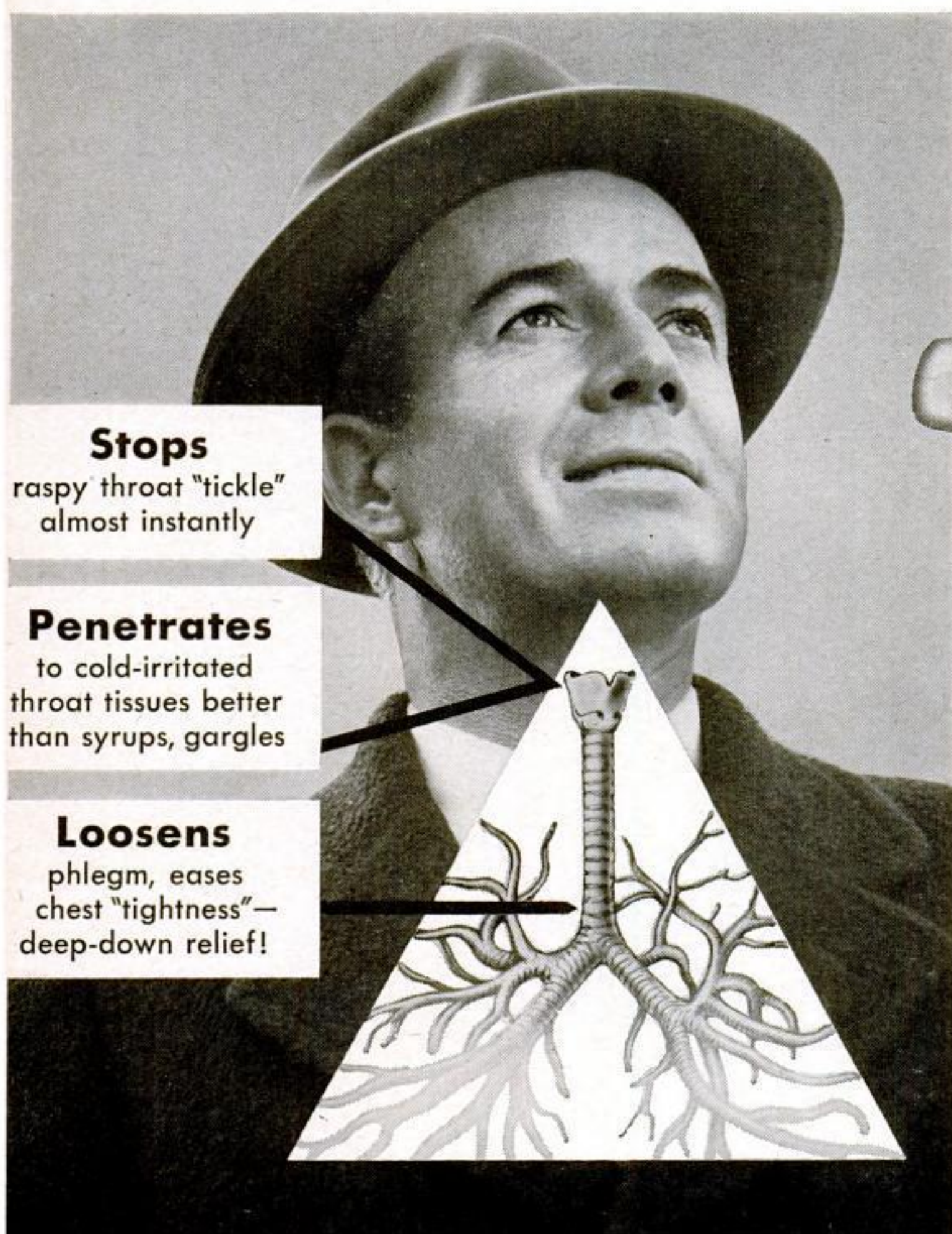


*No other cleansing method leaves your skin
so clear - so soft - so radiant!*

NOW...A REVOLUTIONARY NEW KIND OF COUGH REMEDY!

Like a Doctor's Cough Prescription

(Combines three highly effective cough medicines)
in chewing-gum form



Stops
raspy throat "tickle"
almost instantly

Penetrates
to cold-irritated
throat tissues better
than syrups, gargles

Loosens
phlegm, eases
chest "tightness"—
deep-down relief!

Wonderful Relief for "Smoker's Cough"

Like to *smoke*—but hate to *cough*? Chew good-tasting MEDIGUM—carry it as you do cigarettes, cigars or your pipe. Feel the difference in your throat as MEDIGUM soothes away "Smoker's Cough" irritation.

Just CHEW...any time, any place!

Whenever, wherever you cough... MEDIGUM in your pocket or purse offers on-the-spot relief. Carry it with you... working, playing, at the movies, when you travel. Chew *convenient* MEDIGUM and get *real medicinal* cough relief!

MEDIGUM

PHARMACO, INC., KENILWORTH, N. J.

16
TABLETS
35¢



Each **MEDIGUM** tablet gives you **more** medicine—and more **effective** medicine—than a **whole teaspoonful** of a widely prescribed cough remedy.

Deep-Down Medicinal Relief for Coughs Throat Irritations DUE TO COLDS

Now no need to be tortured by nagging coughs due to colds—or raspy, cold-irritated throat! For wonderful deep-down *medicinal* relief—relief that *starts in seconds*—just chew amazing new MEDIGUM!

Like a doctor's cough prescription, MEDIGUM gives you the comforting action of not just one but *three* effective cough medicines... in *handy* chewing-gum form.

Medicates as You Chew

As you chew new MEDIGUM, a *continuing* medicated bath instantly moistens and soothes dry, raspy throat—stops "tickle". Quickly relieves cold-irritated

throat tissues that cough syrups and gargles may not even touch! And in coughs due to colds, MEDIGUM works deep-down...loosens bronchial phlegm...eases chest "tightness". Relief is amazing—you feel better faster!

Delicious—Easy to Take

MEDIGUM tastes delicious. Chew it at home, at work, while driving a car. For the good of your whole family, get new MEDIGUM at any drug counter—today!

RECOMMENDED FOR CHILDREN



MEDIGUM is ideal for children as well as grown-ups. They take it gladly, when needed, because it tastes so good. And it doesn't upset even delicate digestions... doesn't spoil appetites like sugary syrups,

Well Met by Midsummer Moonlight

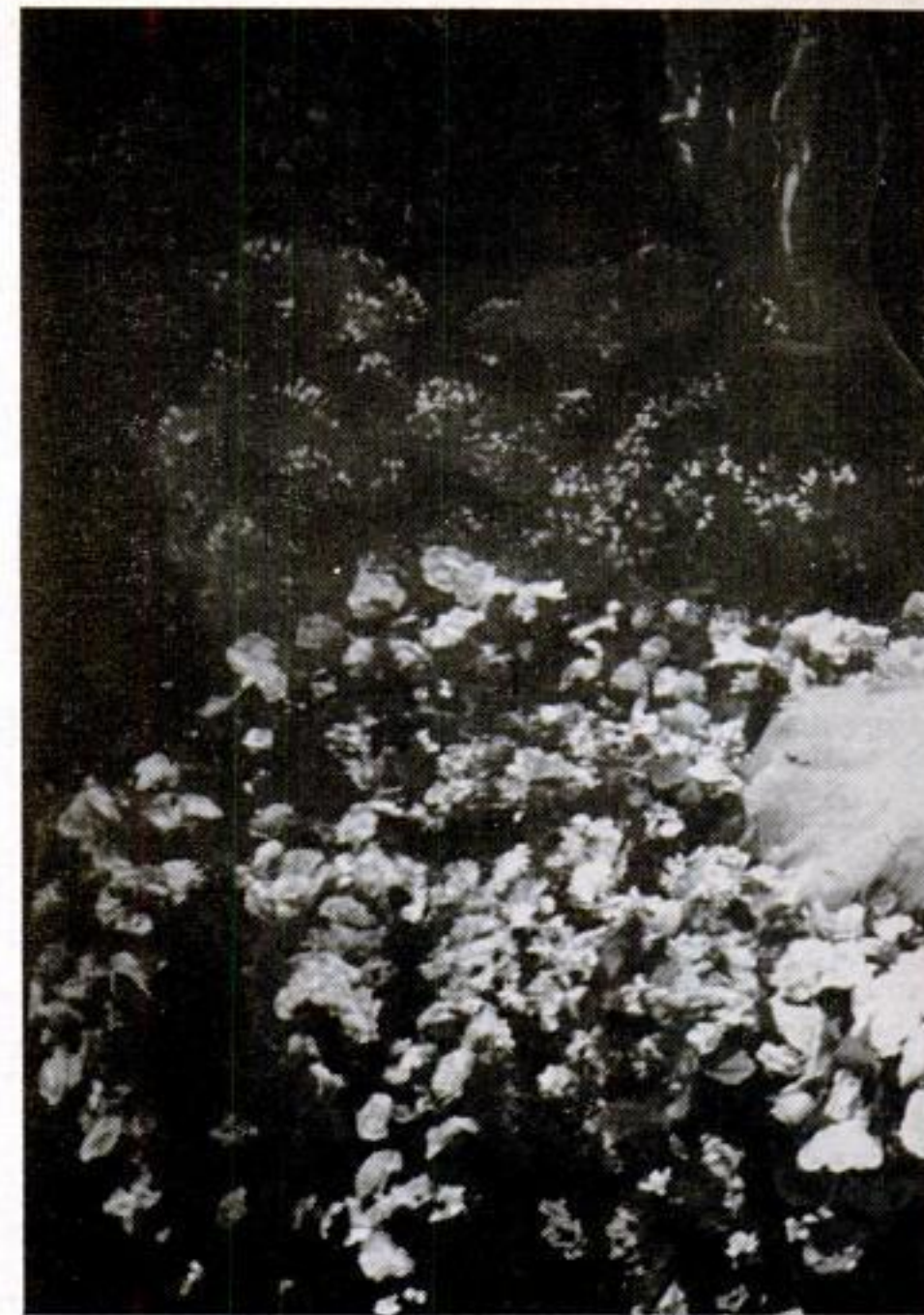
OLD VIC BRINGS 'DREAM' TO U.S.

"Come, sit thee down upon this flowery bed," says Titania, sitting drenched in magical blue moonlight and wooing a donkey in a wood near Athens. The bewitched fairy queen, the donkey-headed bumpkin, the sprites and mixed-up lovers of Shakespeare's *A Midsummer Night's Dream* all descended on New York last month. Acted by London's Old Vic Company, they are starting now on a nationwide tour. With Mendelssohn's music and elaborate ballets led by Moira Shearer (she plays Titania), Shakespeare's lovely poetry often gets lost in the forest. But for pure spectacle *Dream* is still an impressive event.



NOW... yours to choose
NEW BURROUGHS
Ten Key
 adding machine

Here you are—the all-new Burroughs Ten Key! Here's the new standard in ten-key adding-subtracting machines—new quality . . . new ease . . . new speed . . . new styling. It's light and trim, yet it's built for heavy duty. Easy-touch quick-action keyboard and cushion-quiet operation make it an operator's joy. Available in four smart models with or without credit balance. See it soon and try it. To locate your nearest Burroughs dealer or branch office, consult the yellow pages of your telephone directory. Or write direct to Burroughs Corporation, Detroit 32, Mich.



THE SPELL is cast on Queen Titania by Fairy King Oberon who says, "What thou seest when thou dost wake, Do it for thy truelove take." Thus bewitched, his wife falls in love with a donkey.

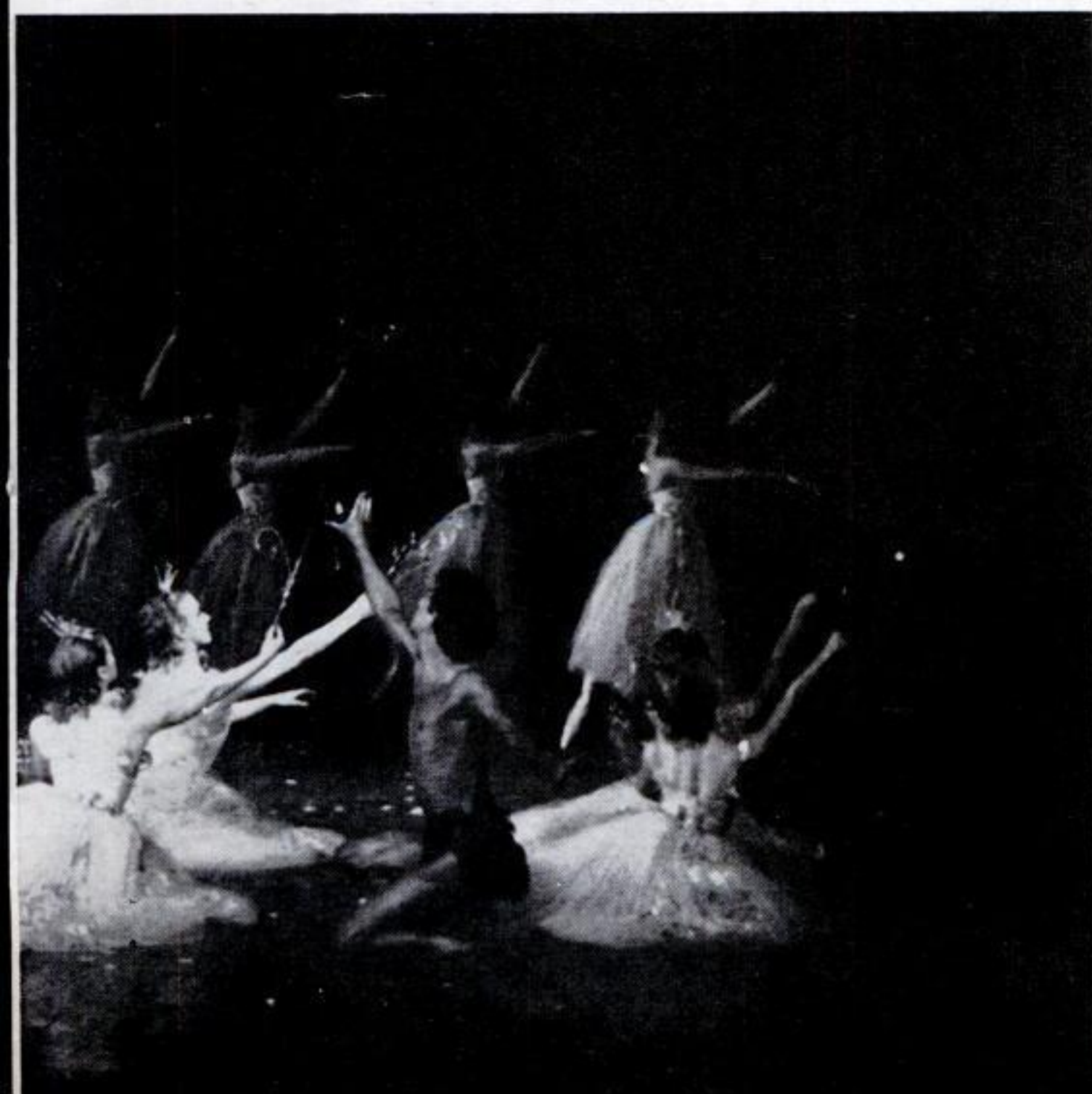




IMPISH PUCK (*center*) gloats because he has cast a spell upon the four lovers—(*left to right*) Demetrius, Helena, Hermia and Lysander—and has tangled them up in a web of doubt and confusion.



FLYING AWAY at the play's end, after all the mixed-up lovers return to their mates, Queen Titania and Oberon (Robert Helpmann) soar through the night while their retinue dances beneath them.



NOW... yours to choose

NEW BURROUGHS

Director 200

adding machine

You'll like it—this new Burroughs Director 200. It's the new standard in full-keyboard adding-subtracting machines—sleek, functional, and built with traditional Burroughs quality. Subtracting's as easy as adding. All zeros are automatic. Short-cut keyboard—keys and motor bar can be depressed together—speeds action. Operates electrically; converted instantly to manual operation by attaching the handle. Try it yourself. Your Burroughs dealer or branch office is listed in the yellow pages of your telephone book. Burroughs Corporation, Detroit 32, Mich.



THERE'S FUN ALL THROUGH THE HOUSE

WITH AN INCOMPARABLE

Capehart

PHONOGRAPH OR RADIO



dancing in the playroom!

The CAPEHART Portable Phonograph. Trim, light-weight Portable Phonograph with famous Capehart Symphonic Tone. Automatic 3-speed record changer with cut-out stabilizer arm for oversize 45 rpm spindle. Handsome case is covered with brown-and-white tweed accented with tan simulated leather. Only \$74.95*



game's on in the den!

The CAPEHART Table Radio (Model 2T55). Proves "good things come in small packages." Big-set tone and performance. 5 tubes including rectifier. AC or DC. Plastic cabinet in choice of fashion-smart colors. From \$19.95*

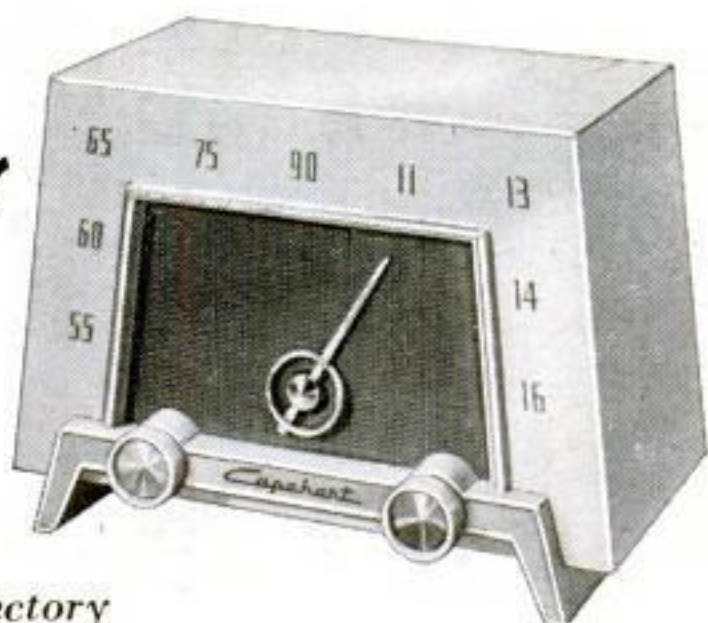


good news in the kitchen!

The CAPEHART Table Radio (Model 3T55). Sensitive receiver with long-range reception and console-like tone. 5 tubes including rectifier. AC or DC. Plastic cabinet in choice of fashion-smart colors. From \$21.95*

bed-time music!

The CAPEHART Table Radio (Model T-522). Unusual styling and exceptional tone quality, outstanding range and performance. 5 tubes including rectifier. AC or DC. Plastic cabinet in choice of fashion-smart colors. \$24.95*



Hear them today! Your classified directory lists your nearest Capehart dealer.

*Suggested retail price. Prices slightly higher in the South and West.

CAPEHART-FARNSWORTH COMPANY, Fort Wayne 1, Indiana
A Division of International Telephone and Telegraph Corporation

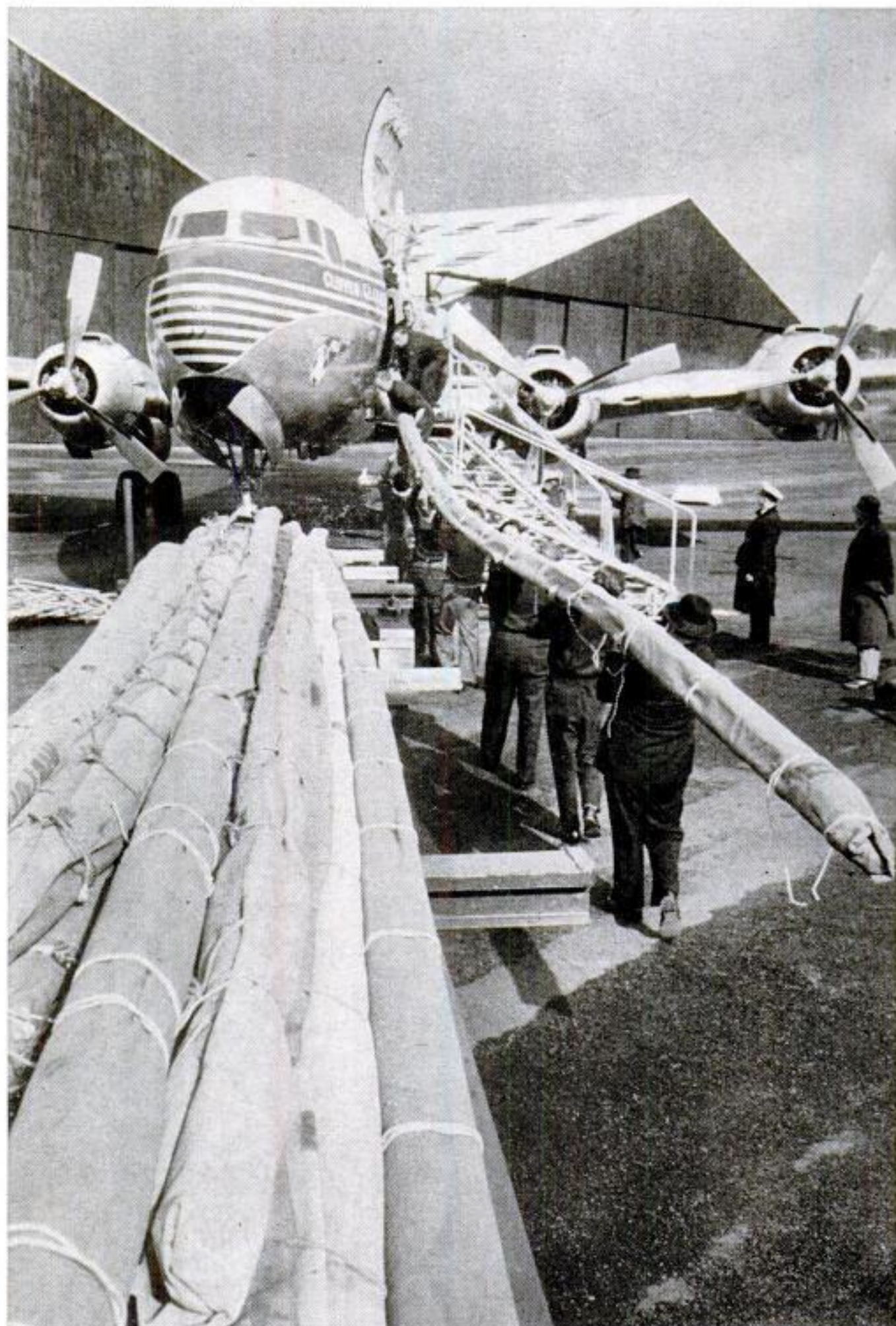
MIDSUMMER MOONLIGHT CONTINUED

AIRLIFT FOR THE 'DREAM'

Anticipating they would have to travel far and fast on their transatlantic hop, the *Dream's* scenery builders constructed drops and props so that all the sets for the elaborate show would fit inside a DC-6A cargo plane. When the show finished its run at the Edinburgh Festival, nearly 10 tons of magic forest and royal palace, not to mention 267 pairs of pink ballet shoes and 12 pairs of fairy wings, were trucked to an airport and 17 hours later were ready for business on Broadway.



COLLAPSIBLE PALACE is spread on ground before being loaded into the plane, while a statue for the throne room is hoisted into the main cargo door.



ROLLED-UP DROPS, 51 feet long, were shoved into freight door behind pilot's compartment. This was by far the biggest airlift in theatrical history.

Better go easy on
that Sugar! Thought you
were counting calories?

You're wrong about sugar, Mother! Sugar
in tea or coffee at every meal gives fewer
calories than your reducing salad!



It's smart to stay slim and trim
and get *Domino's* "Energy Lift" too!

Which is Less Fattening?



Yes, 6 teaspoons of Domino Sugar
contain fewer calories than this
Main Dish "Reducing Salad"!

Generous amounts of Domino Sugar, used in
your favorite foods and beverages, contain
fewer calories than many foods regularly in-
cluded in reducing diets!

So don't deprive yourself of the quick "energy
lift" Domino Sugar gives you—don't deny
yourself the *extra flavor* Domino adds to your
daily meals!

Nutritionists say that no single food is fatten-
ing unless you take in more calories than your
body uses up.

Just as Salads are famous for their health val-
ues—in a well-balanced diet, Domino Sugar
helps supply the quick food-energy you need
every day for pep and vitality. Insist on Domino
because only *one* sugar is Domino pure!



FREE! NEW DOMINO DIET BOOKLET

The American Sugar Refining Co.,
Box 203, N. Y. 5, N. Y.

Gentlemen: I'd like to learn the safe, sure way to lose weight with-
out losing pep . . . or giving up energy-giving Sugar! Please send
me free and postpaid Domino's New Reducing Diet Menu Booklet.

NAME.....

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AMERICA'S LARGEST SELLING SUGARS! • Granulated • Old Fashioned Brown • Light Brown • Confectioners • Tablets



BLUE SKIES BY MICHIGAN • LEATHER SPORTS COAT BY ROBERT • COUPE DE VILLE BY CADILLAC

Body by Fisher



The Case of Monsieur X, Y and Z



FOUR NEW DIOR DRESSES WITH LONG TORSOS AND WIDE SKIRTS HAVE BEEN CAREFULLY COPIED BY SUZY PERETTE, WILL SELL IN THE U.S. FOR \$35-\$60

PSEUDONYMS PLUG LOW-PRICE PARIS COPIES

The most successful fashion season in Paris since 1947 is being followed in the U.S. with the biggest flood of inexpensive Paris copies since that year. But U.S. shoppers who want Paris at a low price first have to see through a thin disguise. Paris couturiers are delighted to let U.S. dressmakers buy and copy their creations. The most popular of them, however, do not permit their names to be attached to the inexpensive copies. American ingenuity, able to serve up good replicas at \$30 to \$60 within

a few weeks of the Paris openings, has devised a way out. If a store wants to advertise a Dior copy, it refers simply to the work of Monsieur X, along with coy tip-offs. If it has a Fath copy, it refers to Monsieur Y. This year Givenchy joined the ranks as Monsieur Z.

Simplified in construction, "line for line" copies retain the effect of the originals. Monsieur X copies (*above*) are beltless but shaped through the waist, have higher necklines and all have Dior's widely touted longer torso.



ORIGINAL DIOR AS SHOWN IN "LIFE" HAD LOWER NECK THAN COPY SHOWN AT TOP



INDUCES HEALTHFUL SLEEP!

FOR EVERY MAN, WOMAN AND CHILD,
MEDICALLY CORRECT SLEEP POSTURE
— BECAUSE **SPRINGWALL** HAS THE EDGE



Banishes a leading cause of sleepless nights! Ends sleep-sag. Assures full-width comfort. Springwall's invention makes the big difference in healthful, relaxing sleep.

Around the 4 edges of every Springwall Mattress is a wall of 12 resilient-steel anchors. This revolutionary invention holds the entire sleeping surface firm as never before — sag-free firm along the edges, sag-free firm from edge to edge.

A simple idea . . . yet what a difference it makes! Tired muscles get the rest they need to recuperate. You enjoy the full width of your Springwall — out to the very edges. Your Springwall gives you extra years of comfort and wear.

Remember — only one mattress gives you the benefits of this invention — Springwall. NO mattress is up to date without it! See Springwall at your dealer's — from \$49.50.

FREE Sleep Booklet—"What Does The Doctor Say."
Write Springwall, Box 157, N.Y. 46.

FIRM SUPPORT FOR BACK AND BODY

Springwall supports your muscles at these 4 vital pressure points, where doctors say you need support for healthful, relaxing sleep.



GUARANTEED FOR TEN YEARS
AGAINST STRUCTURAL DEFECTS



Cut-away view shows exclusive Springwall invention. 12 resilient-steel anchors hold entire sleeping surface sag-free firm at edges and from edge to edge; add years of comfort and wear.

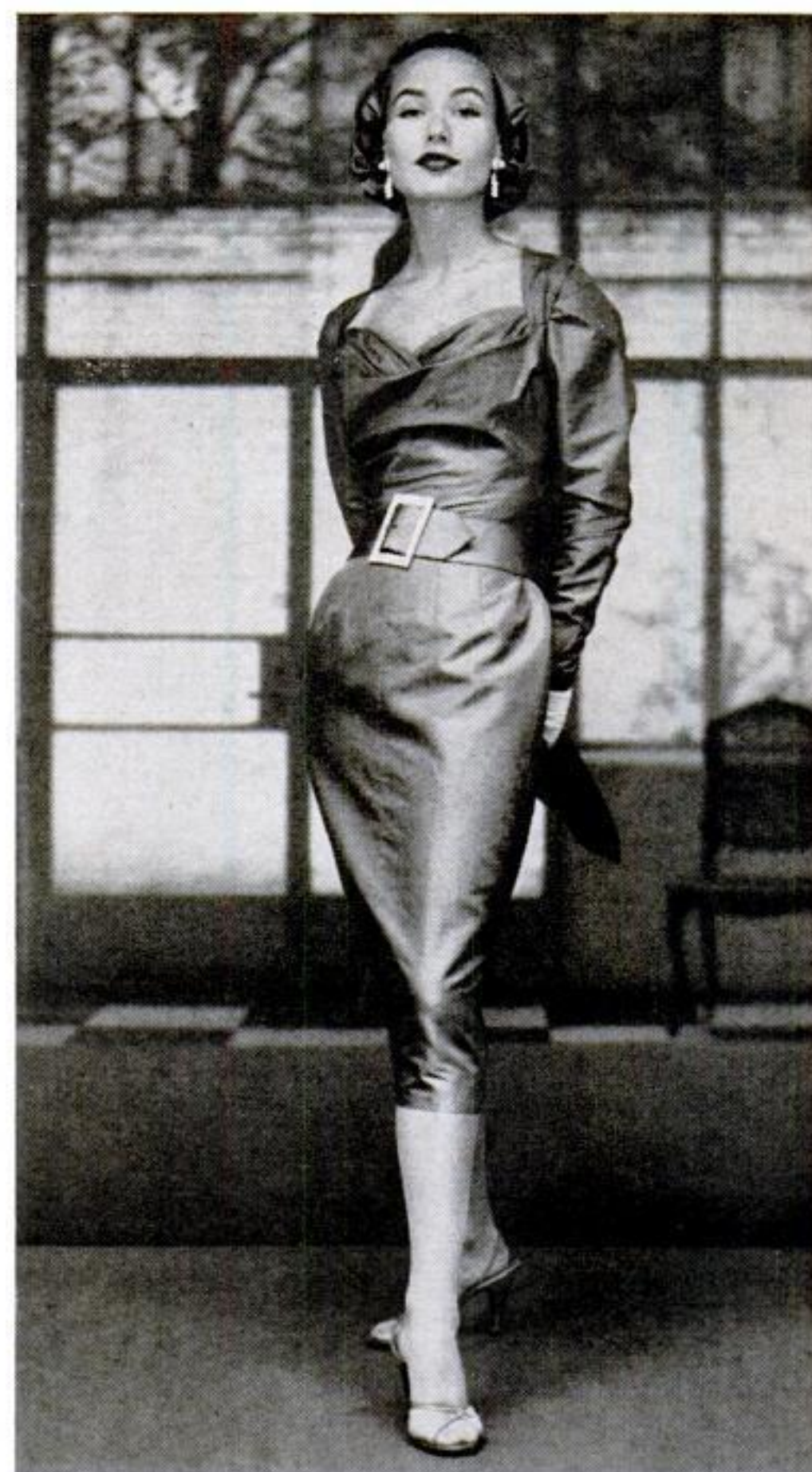
LOOK FOR SPRINGWALL ON THE LABEL—
EXCLUSIVE WITH THESE GREAT BRANDS:

TIGER BRAND Springwall — HAGGARD & MARCUSSON CO., Chicago, Ill.

ECLIPSE Springwall — ECLIPSE SLEEP PRODUCTS, INC., New York, N. Y. — Los Angeles, Cal.

SOUTHERN CROSS Springwall — SOUTHERN SPRING BED COMPANY, Atlanta, Ga.

KING KOIL Springwall — THE UNITED STATES BEDDING CO., St. Paul, Minn.



MONSIEUR Y is still slinky in copy of taffeta sheath dress (Russeks, \$35) with rhinestone buckle which was designer's trademark. Hat (Madcaps, \$8) is also Fath copy.

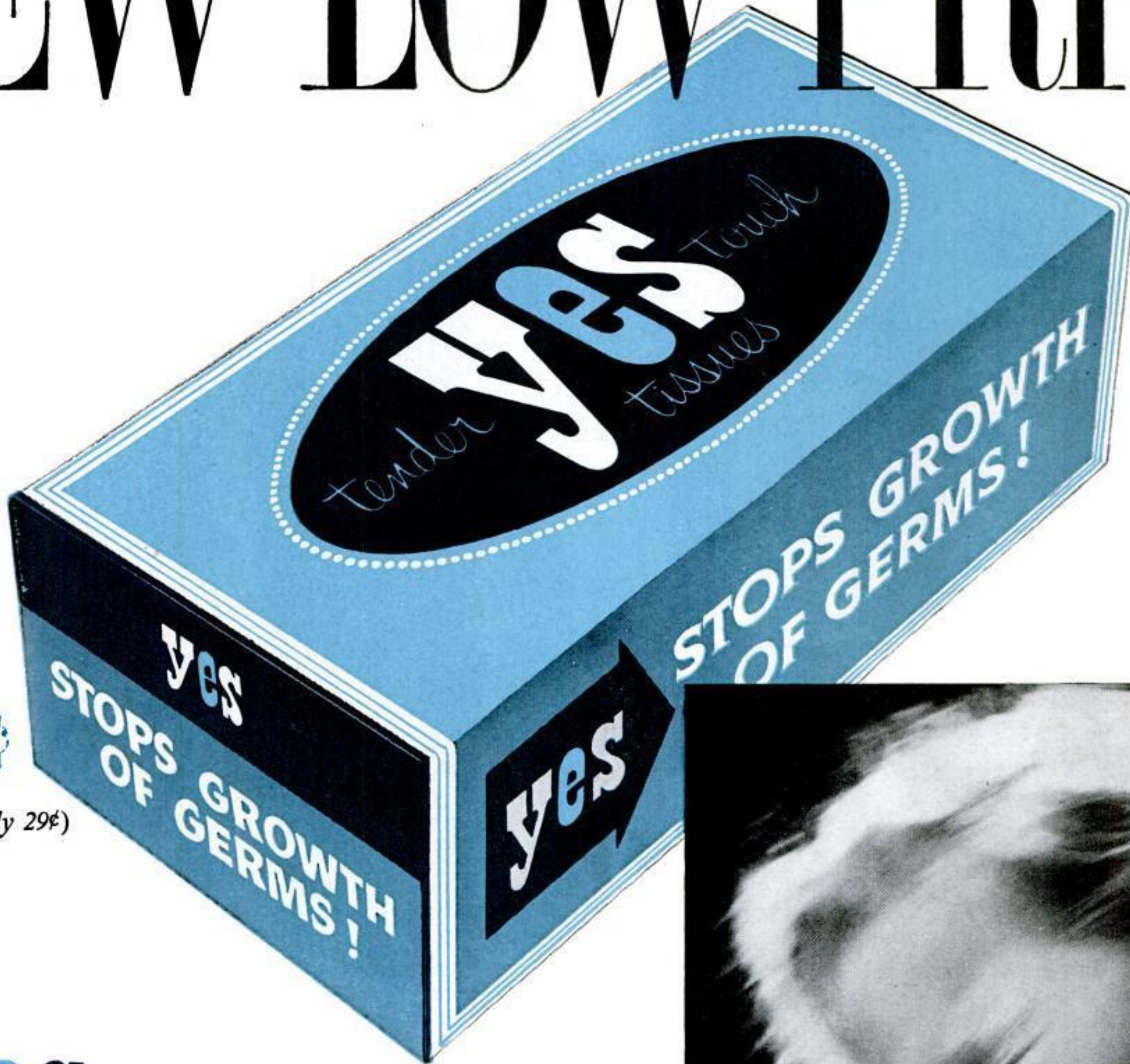


MONSIEUR Z designed long-sleeved taffeta dress which is his most widely copied style (Macy's, \$47). Givenchy dress does not have long torso but has dipping V at waist.

CONTINUED ON PAGE 102

Now at a

NEW LOW PRICE!

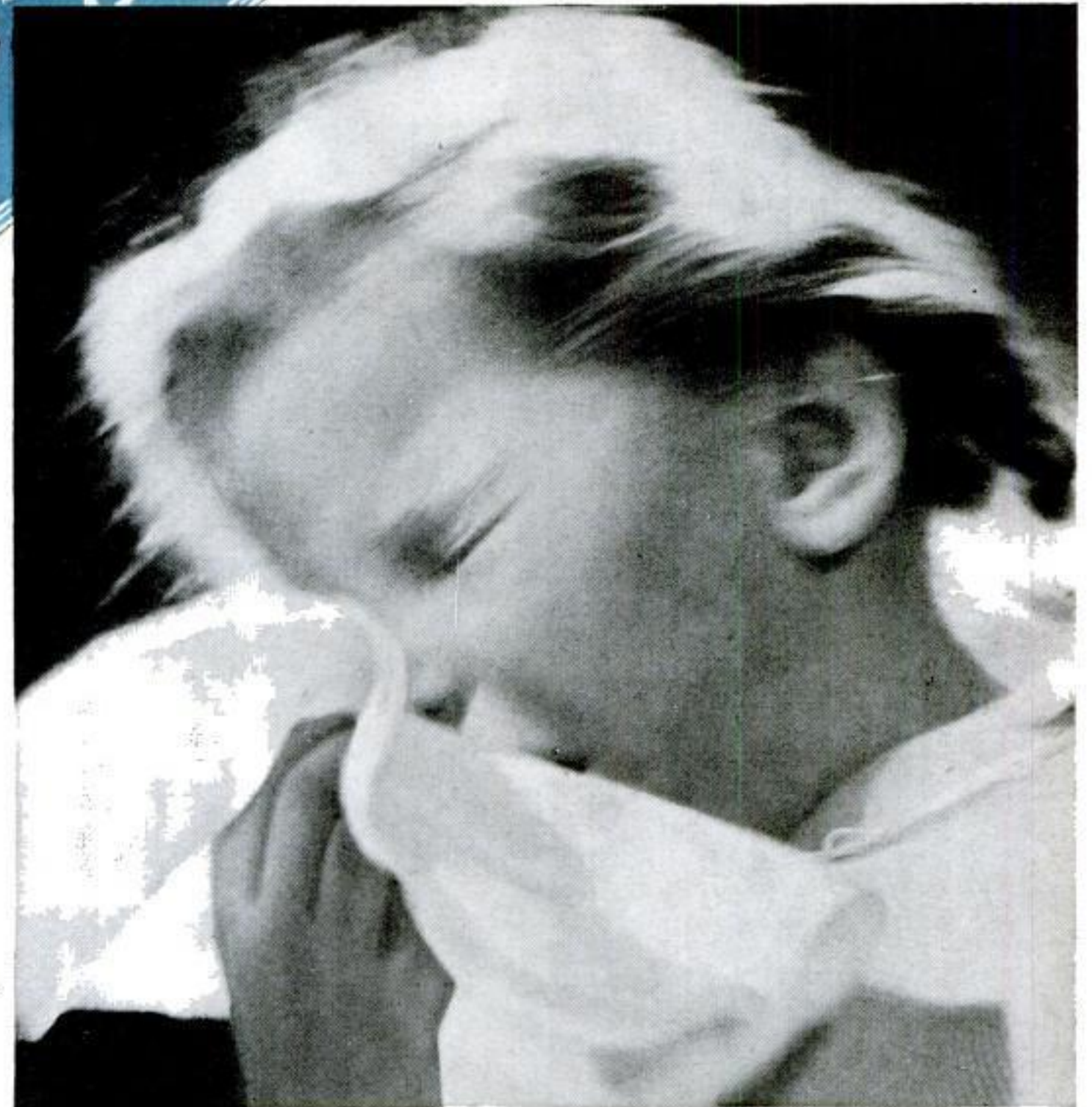


25¢

(formerly 29¢)

yes

*-the only tissue
that stops
growth of germs*



Don't make a sneeze a family affair—get Yes! When you sneeze into a Yes Tissue, germs are stopped cold. For Yes Tissues are specially treated to prevent germs from growing for up to 48 hours! So stock up on Yes today—at the new low price.

Help safeguard your family's health, now that the cold season's here!

Yes Tissues are now at a popular price

NEW!



THE MITTEN *in* A MITTEN!

Wonderful Snowbirds to keep hands bright, warm and dry!

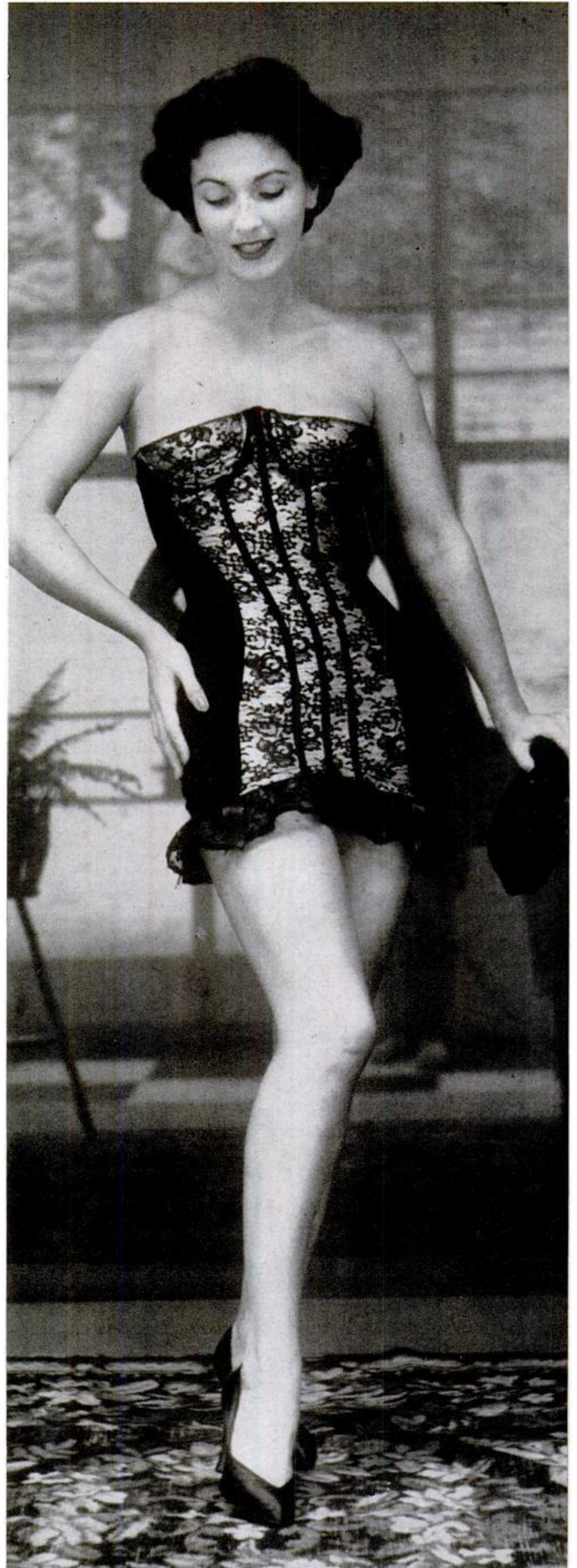
No more wet, cold hands . . . Snowbirds are here . . . *two separate mittens in one!* Outside—a wind-and-water repellent sanforized poplin mitten that you can remove and chuck into the washing machine. Inside—a warm-as-toast 100% woolen mitten that keeps little hands dry and comfy even when they're making a snow man. Give your youngster the extra protection of this wonderful new mitten *in a mitten*. Ask your dealer for Snowbirds! Red, navy, brown, green; age sizes 2 to 16. **\$1.95**



Snow bird

THE MITTEN IN A MITTEN

Dealers: Write HUGGER GLOVES, 320 W. Ohio St., Chicago 10



DIOR CORSELET which caused so much fuss about the "flat look" is being reproduced in the U.S. by Lily of France (\$69.50). While bra does not flatten the shape, it is not padded or pointed to enlarge or emphasize the bosom. Instead it has three light bones up the front which lift bust $1\frac{1}{2}$ to 2 inches, give higher and rounder bosom. Although this is the official copy and bears Dior's name, other foundation makers are already flocking to imitate it.

2 good **BEEF** meals



HORMEL CHILI

America's best-loved chili. Preferred for its abundance of good beef . . . and for its rich and zesty sauce that's not too hot, not too mild but just right! Try Hormel Chili. Now!



HORMEL
GOOD FOOD

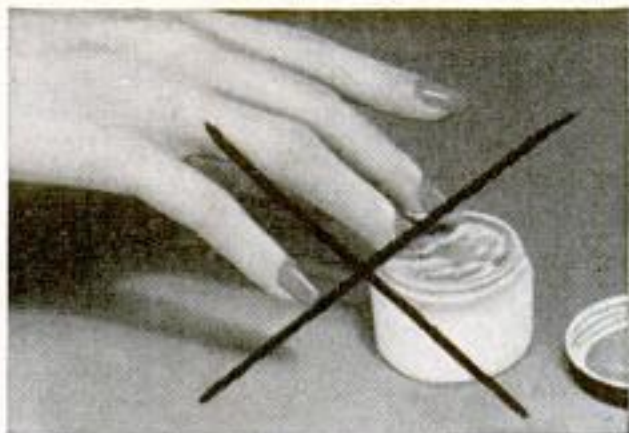
Geo. A. Hormel & Co., Austin, Minn.

HORMEL CHOPPED BEEF

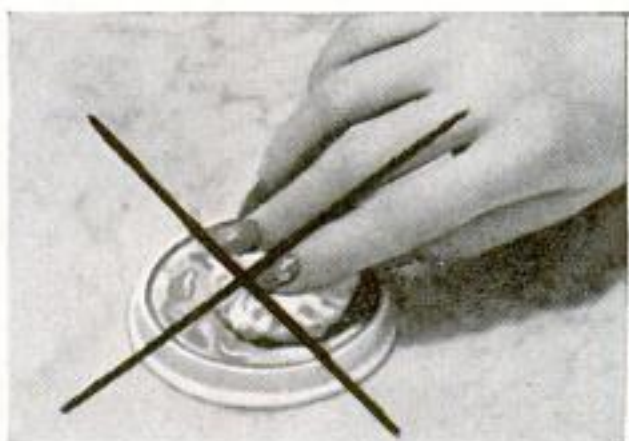
New! Enjoy *natural* beef goodness in this exciting new Hormel product. No spicy cover-up flavorings . . . just good nutritious beef, ready to eat hot or cold. Thriftily priced!



This make-up's



NOT a greasy foundation that "coarsens" and streaks your skin!



NOT a wet-sponge cake make-up that turns your face into a dry mask!



NOT spilly or chalky like ordinary loose or "cake" powders!



Pond's Angel Face smooths on like velvet—and stays. Its skin-softening vaporized beauty oils give it "magnetic" attraction!

special magic can't be copied —

So Flattering

**it now leads
any other
make-up 2 to 1**



Never was it so easy to look so fresh, so divinely young, so velvety cheeked!

- Compare Angel Face to greasy bases that will turn shiny.
- Compare it to cake make-ups with their "made-up" look.
- Compare it to spilly powder, to usual "cake powder" dryness.

Angel Face pretties you as no other make-up can! *Today more women use it, surveys show, than use the next two complexion make-ups put together!*

"Magnetic" attraction —

**the secret of Angel Face's
incredible smoothness and "cling"**

It's the make-up miracle that smooths on with a puff in 5 seconds . . . then actually seems to become *one* with your complexion!

Angel Face by Pond's soft-tones your face with such amazingly delicate clinging color because it is permeated through and through with *vaporized beauty oils* that have an affinity for natural softeners in your own skin. This gives Angel Face a "magnetic" attraction for your skin! Creamy-smooth, never "shiny." It hides little skin flaws, yet never looks heavy.

And Angel Face won't dry your skin

If you don't yet know the magic of Angel Face . . . if you've been frightened off by your troubles with other make-ups, or thought you just weren't the "make-up type"—do get yourself a Pond's Angel Face soon. The moment you smooth it on, you will see Angel Face has a magic *no other make-up has been able to duplicate!*



*And it comes in this
adorable Mirror Case*

Perfect way to carry Pond's heavenly powder and foundation in-one! The Angel Face Mirror Case is smooth as polished ivory with delicate golden tracery—a fashion accessory for every costume, day or evening. It comes with satiny puff, generous mirror, and a big choice of *eight* luscious skin tones. The slim, sleek Pond's Angel Face Mirror Case—only \$1.*



This is the "extra" Angel Face in the blue-and-gold box that many women like to keep on their dressing tables, for home use. With plump, velour puff; 2 sizes—89¢, and the popular 59¢*

*plus reduced tax

Angel Face
by POND'S



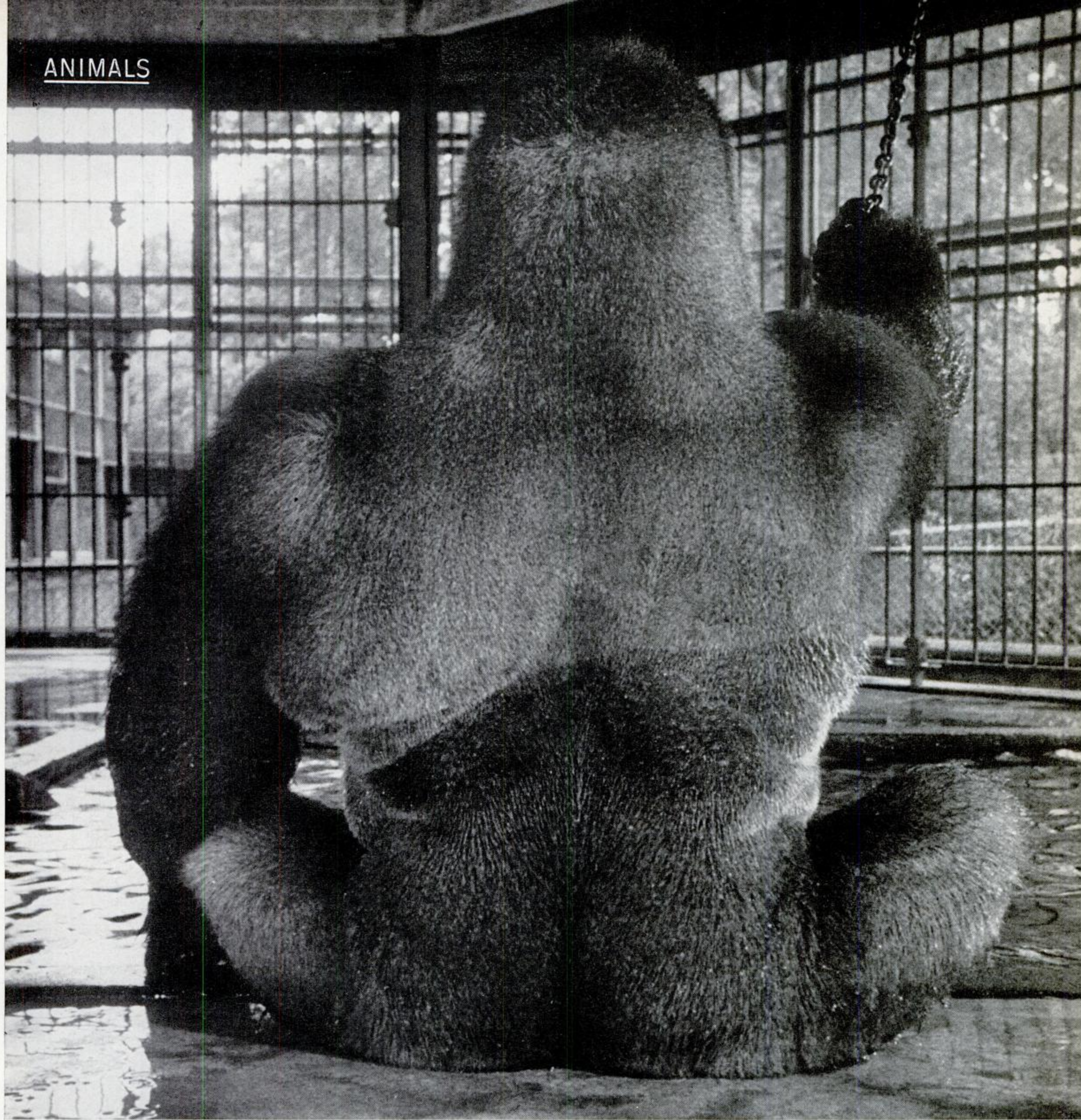
For easy days...

Perfect Rice Without Cooking!

1. It's prepared instantly. Just add Minute Rice to boiling water!
2. It's trouble-free. No washing! No boiling! No draining! No sticky pans!
3. It's foolproof. White, fluffy delicious rice—perfect every time!
4. It's just plain good eating—the easiest way to round out a well-balanced meal!

Product of General Foods





THE MASSIVE MUSCULARITY OF PHIL'S BROAD BACK AND BULL NECK IS REVEALED AS HE SITS IN CAGE FONDLING A CHAIN FROM WHICH HE LIKES TO SWING

A RISING YOUNG GORILLA

The St. Louis Zoo's Phil, a hefty quarter ton at 14, is on way to becoming country's No. 1 ape

For years the finest ape in the country was Bushman, who reigned at Chicago's Lincoln Park Zoo until his death in 1951. Since Bushman's passing, the title has been in dispute. Probably the major contender is Phil, a 14-year-old gorilla who now lives at the St. Louis Zoo. Fed a carefully calculated diet, Phil has filled out to a hefty quarter ton and reached a healthy adult apehood. Unlike many gorillas, which grow temperamental in

captivity, Phil is playful, keeps busy swinging on trees made of welded pipe, takes plunges in his pool (*p. 110*). He also enjoys throwing an old tire at his cage bars to scare onlookers silly. Phil likes to have his back scratched, sidles up to the bars for a rub by the zoo's director, George Vierheller. But Vierheller is careful to see that Phil's hands stay harmlessly at his sides. A doublecrosser, he once snatched the pants right off the zoo's chimp trainer.

HEADACHE? COLD MISERIES?
MUSCULAR ACHES?



Get fast pain relief with



Bufferin®

Bufferin's special formula combines aspirin with two antacid ingredients which open the stomach valve and get the pain-reliever into the blood stream twice as fast as aspirin.

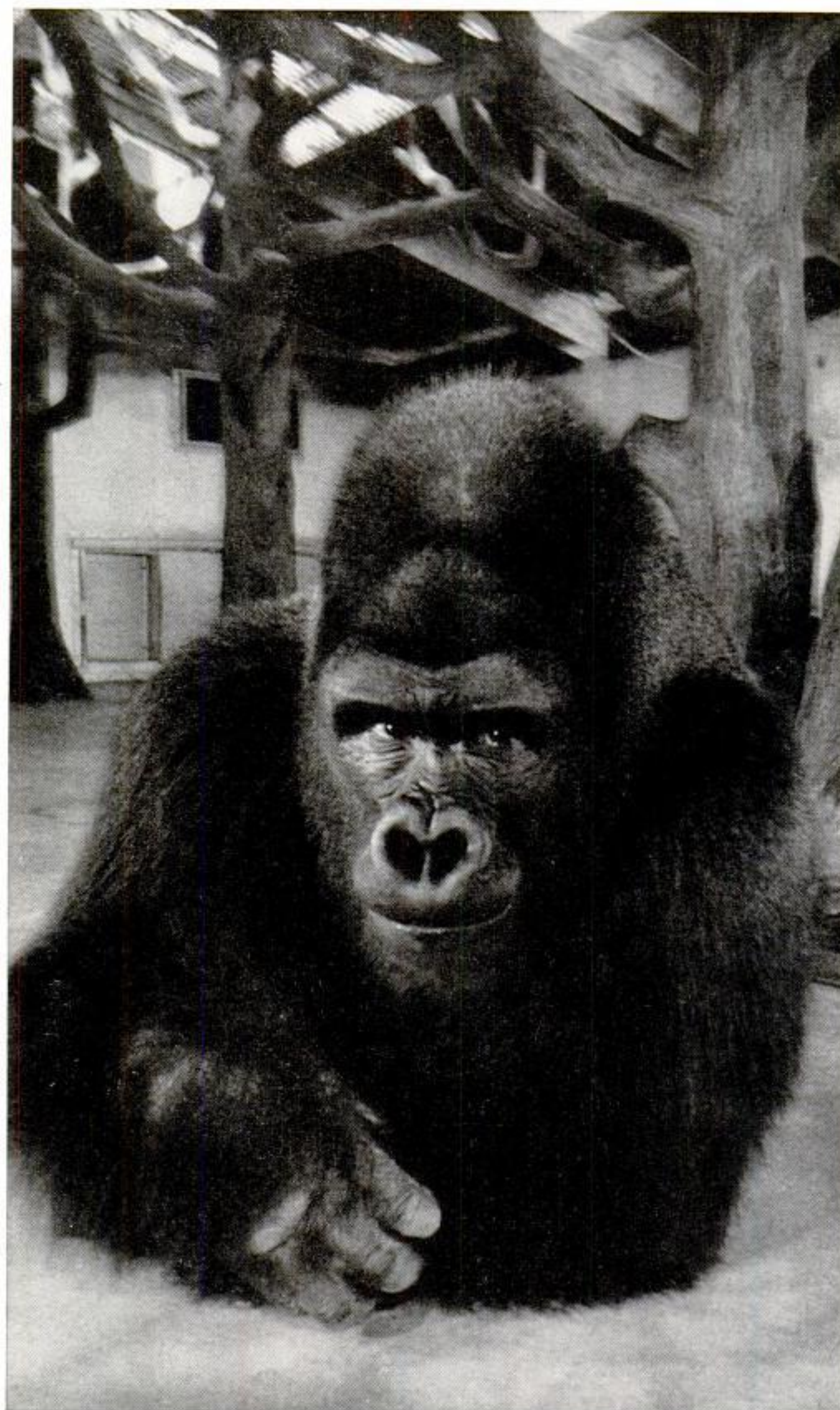
Acts twice as fast as aspirin!
Won't upset your stomach!



New washer can save up to 9 gallons of hot water per washing! This beauty, the Maytag Supermatic, is styled for tomorrow, engineered for long-lasting efficiency—The Maytag Company, Newton, Iowa.

MAYTAG ADVANCED AUTOMATIC

Rising Young Gorilla CONTINUED



WATCHING SUSPICIOUSLY, Phil eyes camera which has been poked between the bars of his outdoor cage.



ON ALL FOURS, Phil travels like all gorillas on the knuckles of his hands and the outer edges of his feet.

CONTINUED ON PAGE 110



Now—A new Low-Cost Insurance Package for Millions of American Families

Equitable's "Living Insurance" is available in amounts of \$10,000 or more. Now you can get more permanent protection than ever for your insurance dollar.

More life insurance? At lower cost?

That's no longer a dream to millions of Americans trapped between high living costs and the need for more protection.

Equitable's new special policy makes possible the purchase of larger amounts of life insurance at new low cost!

This is "living insurance"—a policy designed for present-day Americans, flexible enough to meet their changing needs. It is available in amounts of \$10,000 or more. Because you purchase this type of protection, you get the benefit of important savings in the form of low premiums.

For example, at age 35, the premium you pay is 15% less than before—only \$23.41 a year per \$1000. Annual dividends may be used to reduce your premiums.

You don't have to die to win. First, a man wants to protect his family if he dies. This Equitable Policy does just that. It also pays you higher-than-ever cash benefits if you live.

New flexibility. As well as high cash and loan values, this new, low-cost Equitable policy has unique "change-over" features. These are designed to fit the changing circumstances in your life.

For instance, if you take out the policy at age 35, you are guaranteed the right at age 55 to adjust your policy so that you will not have to pay any further premiums after 65. Or you may exercise the privilege of changing to a policy that will permit you to collect the full face amount at 65 or choose an income plan, whichever you wish. You do so at a special low rate. Again—you save!

No other policy offers such flexibility at such low

cost! Even if you are *not* a standard health or occupational risk, you may be able to obtain this protection at an appropriately low special rate.

SEE THE MAN FROM EQUITABLE—TODAY

The **EQUITABLE**
Life Assurance Society of the U.S.

Home Office: 393 Seventh Avenue, New York 1, N. Y.

The Equitable Life Assurance Society of the U.S.
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Please send me—without obligation—further information on Equitable's new low-cost "Living Insurance."

Name..... Age.....

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City..... Zone..... State.....

LF-1



Dandruff on shoulders is excessive dandruff... a sign your scalp needs care.

DANDRUFF

Why it may be
"the beginning of baldness"...

We don't claim miracles. We can't *prevent* baldness. Nor do we believe anyone can. But you should know the following facts about dandruff.

Dermatologists, while differing in their views as to causes of baldness, say that the condition symptomized by excessive dandruff *does* frequently lead to baldness.



1st STAGE:
Spores of Malassez

Seborrhea

Dandruff commonly arises from a disease of the scalp called *seborrhea*. Many leading dermatologists say that a causative agent of seborrheic dandruff is a tiny parasite called the *Spore of Malassez*—also known as *Pityrosporum Ovale*. In most men who have it, seborrhea progresses through three stages:

1. Dry white scales flake off your scalp, drop to your shoulders.
2. Moist, sticky scales appear on scalp. In many cases, hairs begin to die.
3. "Choking" of hair roots with fatty substance from glands, dead cells and dirt may occur. Result is increasingly "thin" hair, often *baldness*.

A scalp hygiene program: the Kreml Method

Watch your general health; if you're "run down," see your doctor. Apart from that—give your hair and scalp the *right kind of care*. Here is an easy-to-follow home program—the Kreml Method—used professionally by leading barbers and hairdressers:



2nd STAGE:
Bacilli shown
may be present.

Tonight, shake Kreml Hair Tonic *generously* on to your head. Massage your

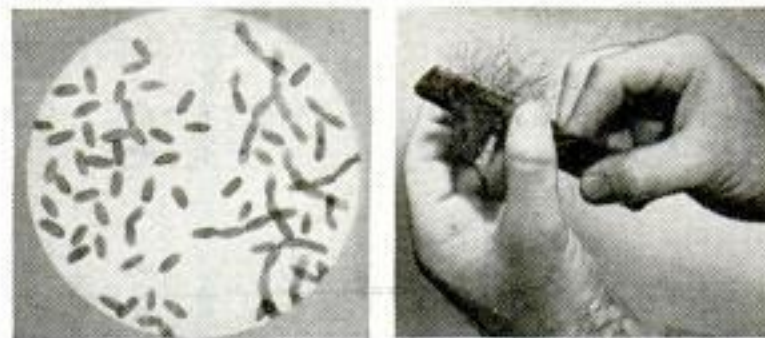
scalp vigorously. Next, apply your favorite shampoo. Work up a thick lather—*without putting any water on your head*. The lather comes easily if you have used enough Kreml Hair Tonic.

Now, rinse with water. Lather again. Rinse. Dry your hair thoroughly. Shake on Kreml Hair Tonic—massage it in—comb hair in place.

Tomorrow morning—and every morning: Shake on Kreml Hair Tonic—rub it in—comb hair in place.

Stubborn cases

At first, *more* dandruff flakes than usual may appear. This simply means dandruff is being "chased out" from scalp.



3rd STAGE: Bacilli shown may be present.
Hair growth may be affected.

In stubborn cases, repeat Kreml-and-shampoo treatment.

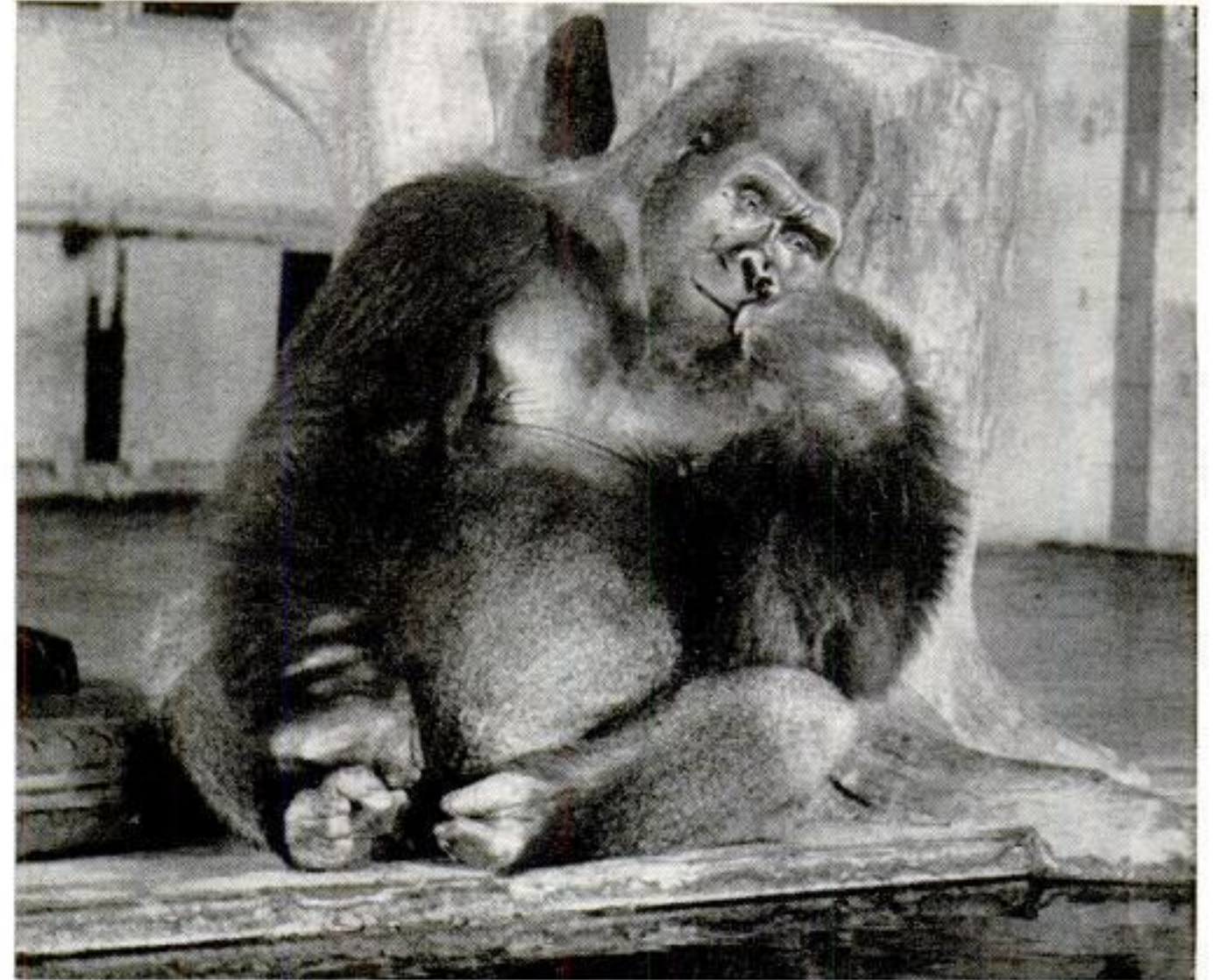
Inhibits growth of bacilli

There is no known permanent "cure" for seborrheic dandruff. But certain ingredients of Kreml Hair Tonic DO inhibit the growth of bacilli and of the Spores of Malassez. The Kreml Method is not offered as a substitute for the services of a dermatologist—but it *has* helped thousands of men. Letters tell us so!

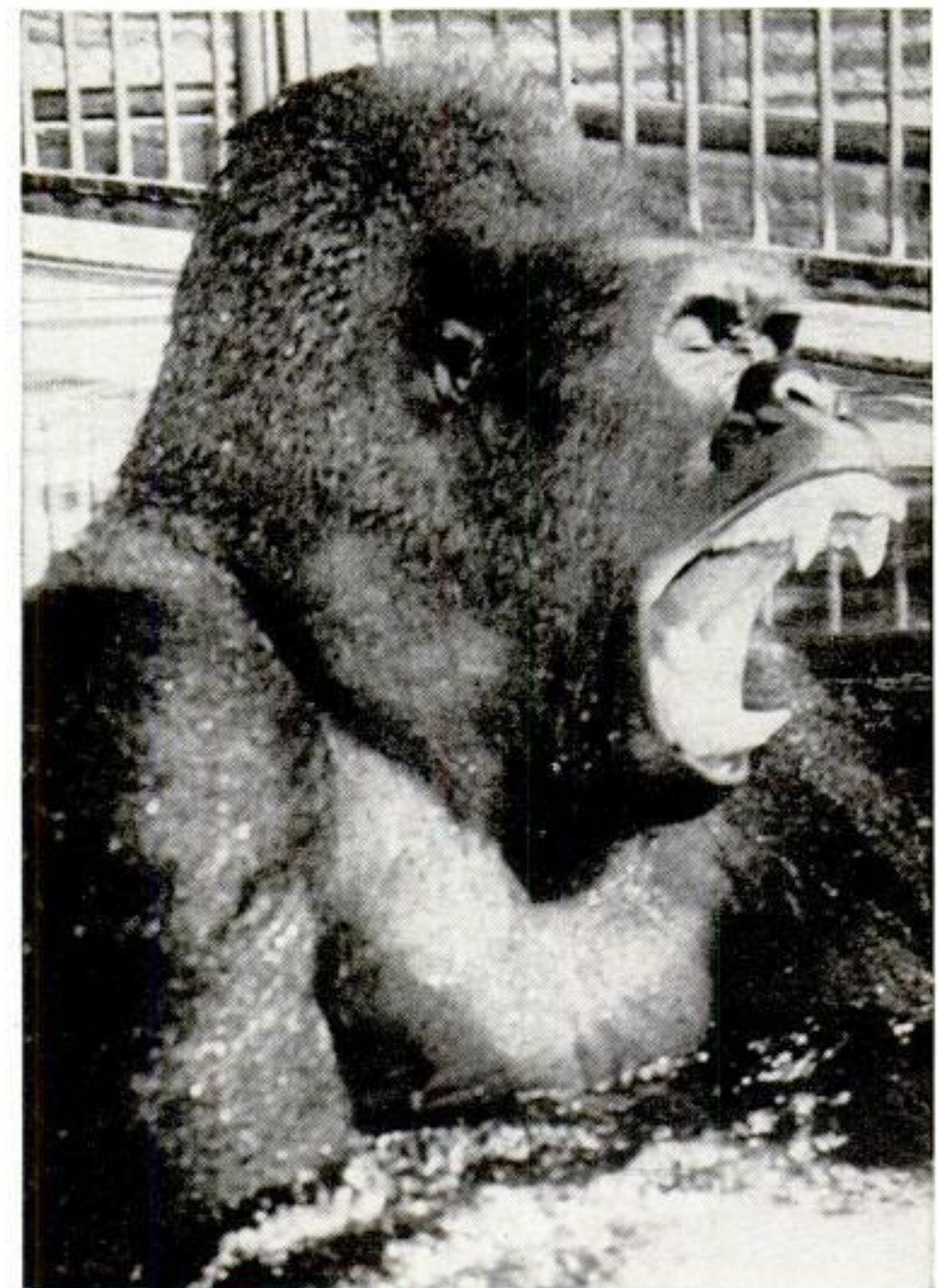
Money-back offer. Try the Kreml Method faithfully, and, if you are not entirely satisfied, write the J. B. Williams Company, Glastonbury, Conn. Enclose Kreml label—tell us what you paid—and we will gladly refund your money.

Get Kreml Hair Tonic today. And if you need shampoo, ask for our Kreml Shampoo. See how quickly the Kreml Method makes your head feel better! The J. B. Williams Company.

A PLUNGE IN THE POOL



SITTING QUIETLY by his pool, Phil considers going in. Unlike many gorillas, he is not afraid of the water.



SPLASHING in the water, Phil gives out a toothy grimace. Zoo hopes to mate him to a lady gorilla this spring.



APISH ECSTASY wreathes Phil's face as he rolls over on his back. Sometimes he splashes water at onlookers.

CONTINUED ON PAGE 113



..and mother
gets a good
report, too

WATKINS MULTI-VITAMINS WITH MINERALS fortify the normal diet with eleven important nutritive vitamins and eleven minerals, all in a single capsule. One capsule supplies at least the full minimum daily requirement of important vitamins and minerals for an adult or child. Now brought to you by your Watkins Dealer at a very substantial saving.



Sure, you want your daughter to make good grades—and your son to make the school team. That's why the right combinations of the right kinds of food are important to them and to you.

YOUR WATKINS DEALER, right now, is bringing your family the vitamins and minerals their diets may lack... in a single Multi-Vitamin-Mineral capsule. These are not foods, not medicines; they are supplements to the normal diet. Also ask your Watkins Dealer about antiseptics, cough and cold medicines, important to your family's health.

Your Watkins Dealer

is one of many thousands of alert, independent business men who make shopping thrifty, more interesting, more convenient. Since 1868, serving city and farm families, the Watkins Dealer has been the "shopping center" that comes to the customer's home.



Watkins
Products



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"THE SHOPPING CENTER THAT COMES TO YOUR HOME!"

THE J. R. WATKINS COMPANY...WINONA, MINNESOTA • NEWARK • MEMPHIS • OAKLAND • MONTREAL • WINNIPEG • AUSTRALIA • NEW ZEALAND • SOUTH AFRICA



"AFTER THE GAME," by Haddon Sundblom. Number 100 in the series, "Home Life in America"

In this friendly, freedom-loving land of ours... *Beer Belongs—Enjoy It!*

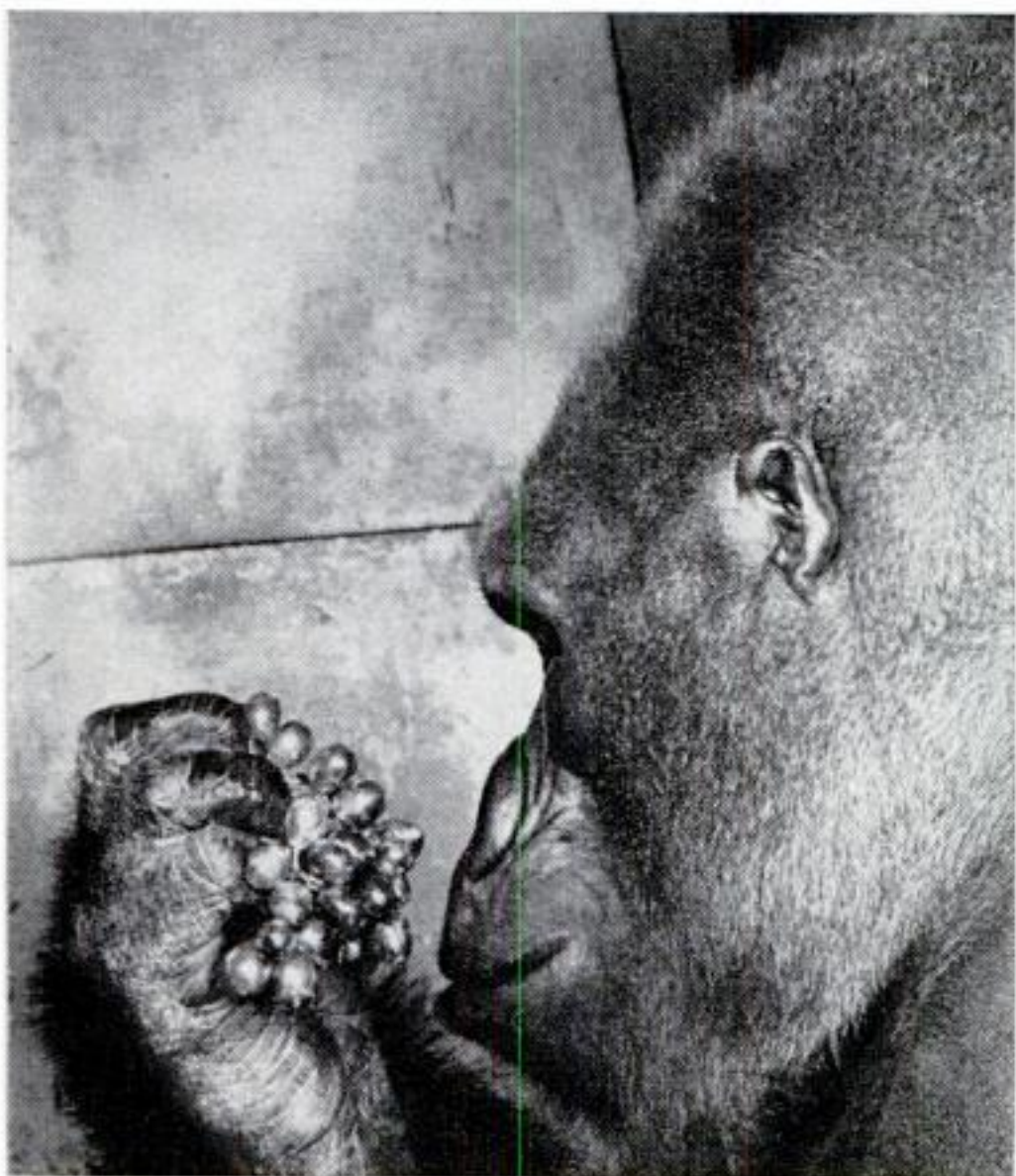
BEER AND ALE—AMERICA'S BEVERAGES OF MODERATION
Sponsored by the United States Brewers Foundation... Chartered 1862



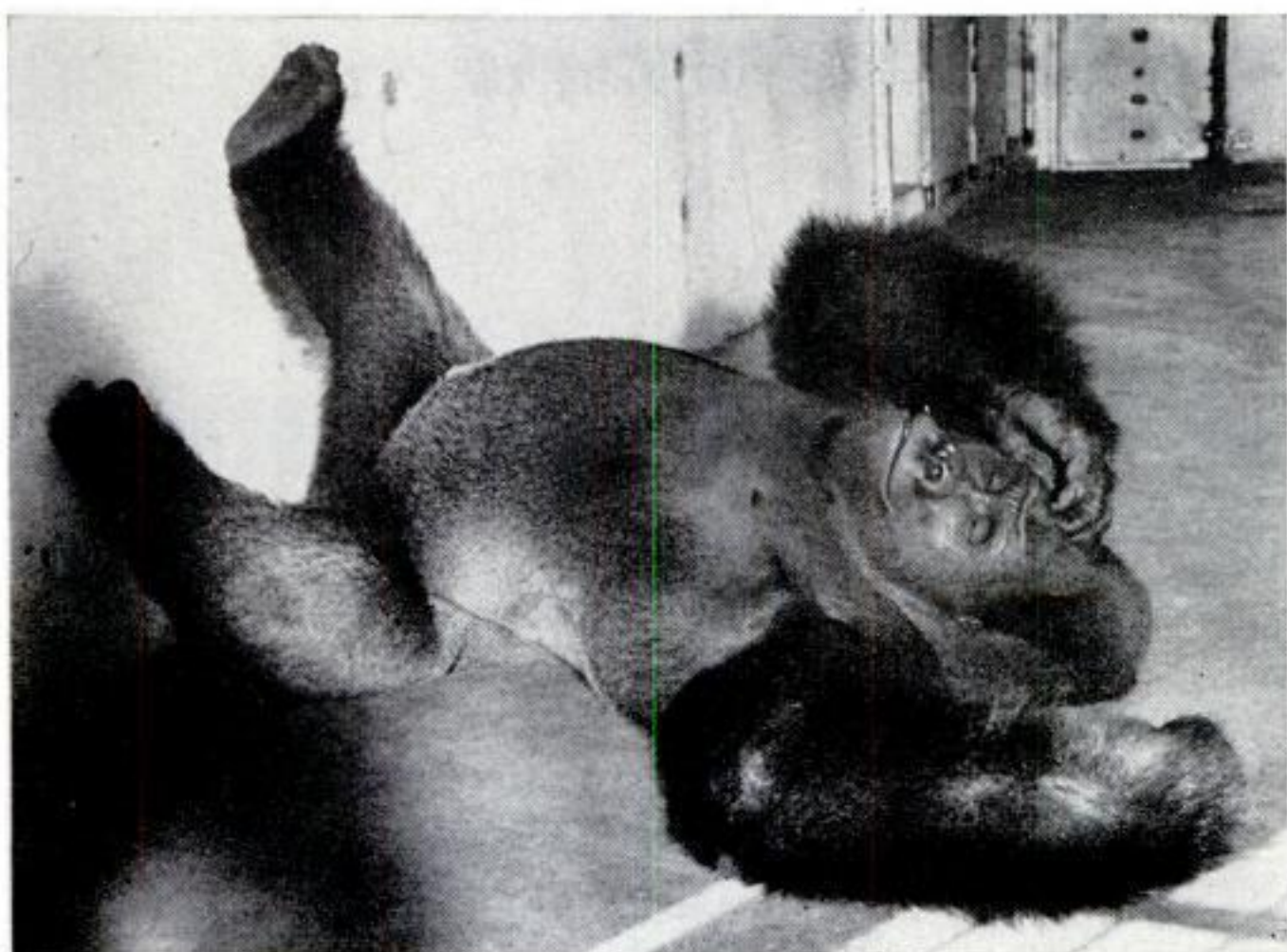
A BEER AND A SIESTA



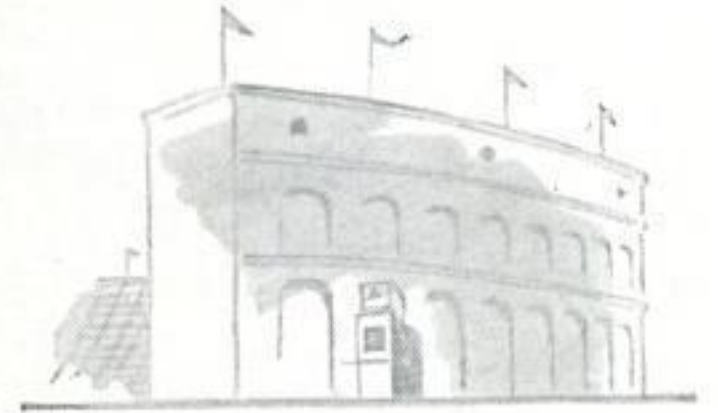
BOTTLE OF BEER gurgles down Phil's dry gullet. He jumped up and down in anger when a chimp got the rest.



BUNCH OF GRAPES is sniffed by Phil, a vegetarian. In the winter he gets rice, bread and molasses, potatoes.



PEACEFUL NAP is taken with legs propped against the wall. Bemused expression shows Phil is a one-beer ape.



For men who get around!

From the buzz of the office to the bedlam of a last minute touchdown—you're a man who gets around.

Here is the shoe that makes the rounds with you. And, it keeps your best foot forward every step of the way.

It's smart . . . crafted of comfortable smooth leather . . . and husky enough to laugh off foul weather.

Make friends with this Sundial gadabout today!



Style 34624
In dark wine smooth leather or black or brown cashmere grain.

\$8⁹⁵ to \$14⁹⁵
at better independent stores

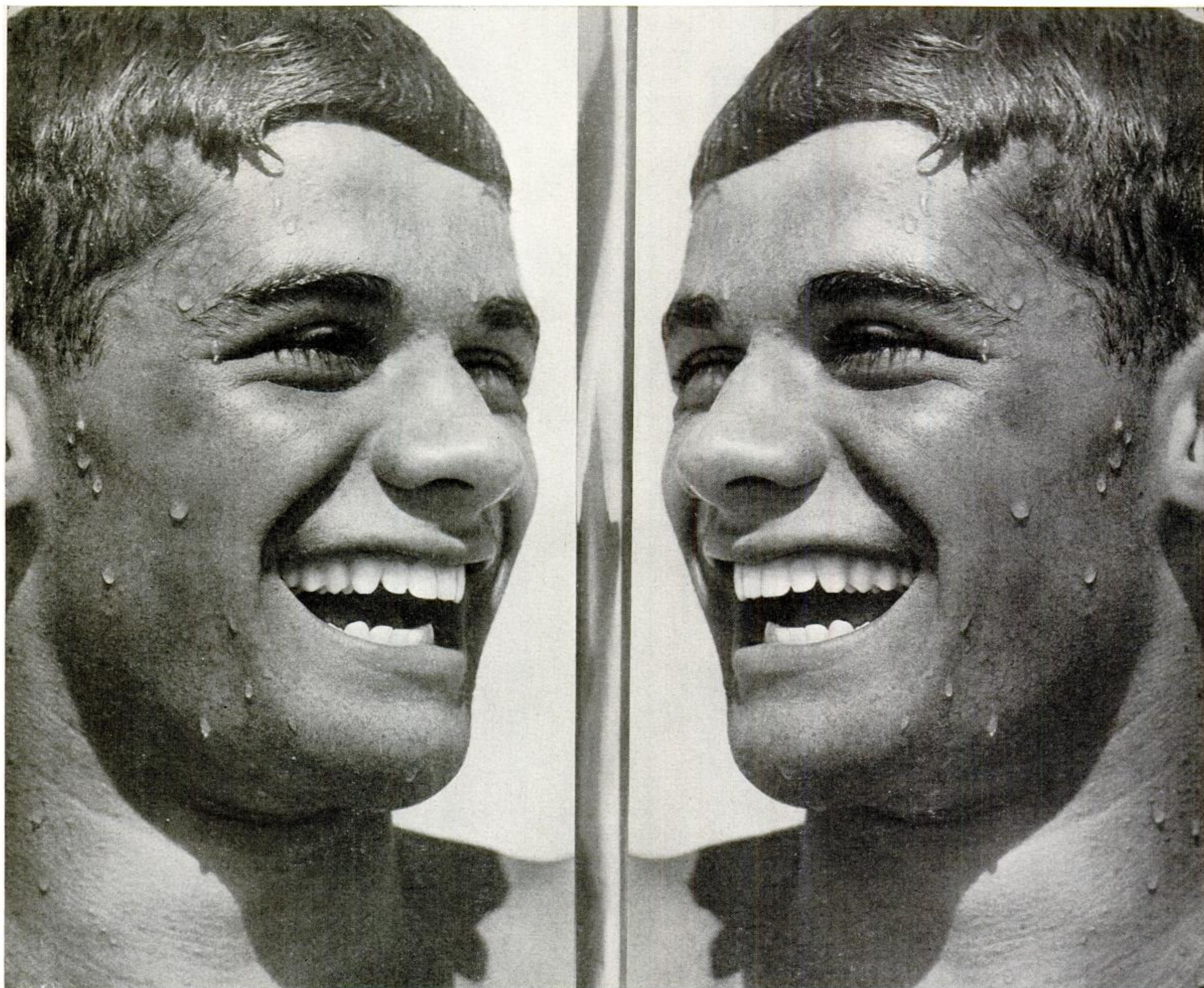
Sundial

SHOES FOR MEN

... comfort-crafted to fit your footprint!

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SUNDIAL SHOE COMPANY, MANCHESTER, N. H., DIV. OF INTERNATIONAL SHOE COMPANY



Look in your mirror...see this promise come true...

for whiter teeth change to Pepsodent

because of all leading toothpastes

Nothing gets teeth as clean as Pepsodent

Nothing...no other leading tooth paste...gets teeth as clean, as white, as Pepsodent. That's because Pepsodent contains the most effective tooth-cleaning ingredient in the world—I. M. P.—insoluble metaphosphate. I. M. P. is found only in the Pepsodent-Irium formula because Pepsodent uses the entire world's supply. Cleaner, whiter teeth mean less chance of tooth decay, too—and a sweeter breath with that clean mouth taste that lasts for hours. Lever Brothers guarantees you will see this promise of whiter teeth come true—or your money back.



Have you tried
Pepsodent Chlorophyll
or Powder?



MOVIE VERSION OF FAMOUS EPISODE SHOWS BEAU BRUMMELL (CENTER) INSULTING FAT PRINCE REGENT AT A BALL

A PRINCE AND A FOP

Movie on Brummell's life reconstructs a royal insult

George Bryan Brummell (1778-1840) was the grandson of a valet. His ambition was to be the most picturesque dandy of a splendid era devoted to dandyism, and his close friendship with the Prince Regent, plus his wit and elegant taste, got him his wish. It also made him an ideally dramatic subject for movies. The most recent of them is M-G-M's *Beau Brummell* which, while it alters the facts of the hero's life to give him an undeserved political importance, is fully as elegant and colorful as Beau himself.

The real-life Beau, uncompromising in dress and habit, changed the lacy, often-sloppy male fashions of his day to the simple, flawlessly tailored severity that gives Britain preeminence in men's styles even today. But Beau's unfortunate arrogance, culminating in the famous insult above and at right, was his undoing and he ended his days a penniless, exiled madman.

REAL INSULT was delivered in a street where Beau (center), who had been snubbed by prince (left), asked companion: "Who's your fat friend?"



CONTINUED ON NEXT PAGE

air-wick

proven

3

**times as
effective as
imitations!***

That's why **air-wick** is so much more economical. It works like nothing else possibly can. So don't fool around with imitations. Kill unpleasant cooking, smoking, and bathroom

odors with **air-wick**, the deodorizer that made **chlorophyll** a household word.

*Independent research laboratory tests prove **air-wick** kills disagreeable indoor odors 3 times as effectively as imitations.

air-wick IS A TRADEMARK OF SEENAN BROTHERS, INC. ©1954, SEENAN BROTHERS, INC. N. Y., N. Y.





**the man
in the
gramercy park
suit**

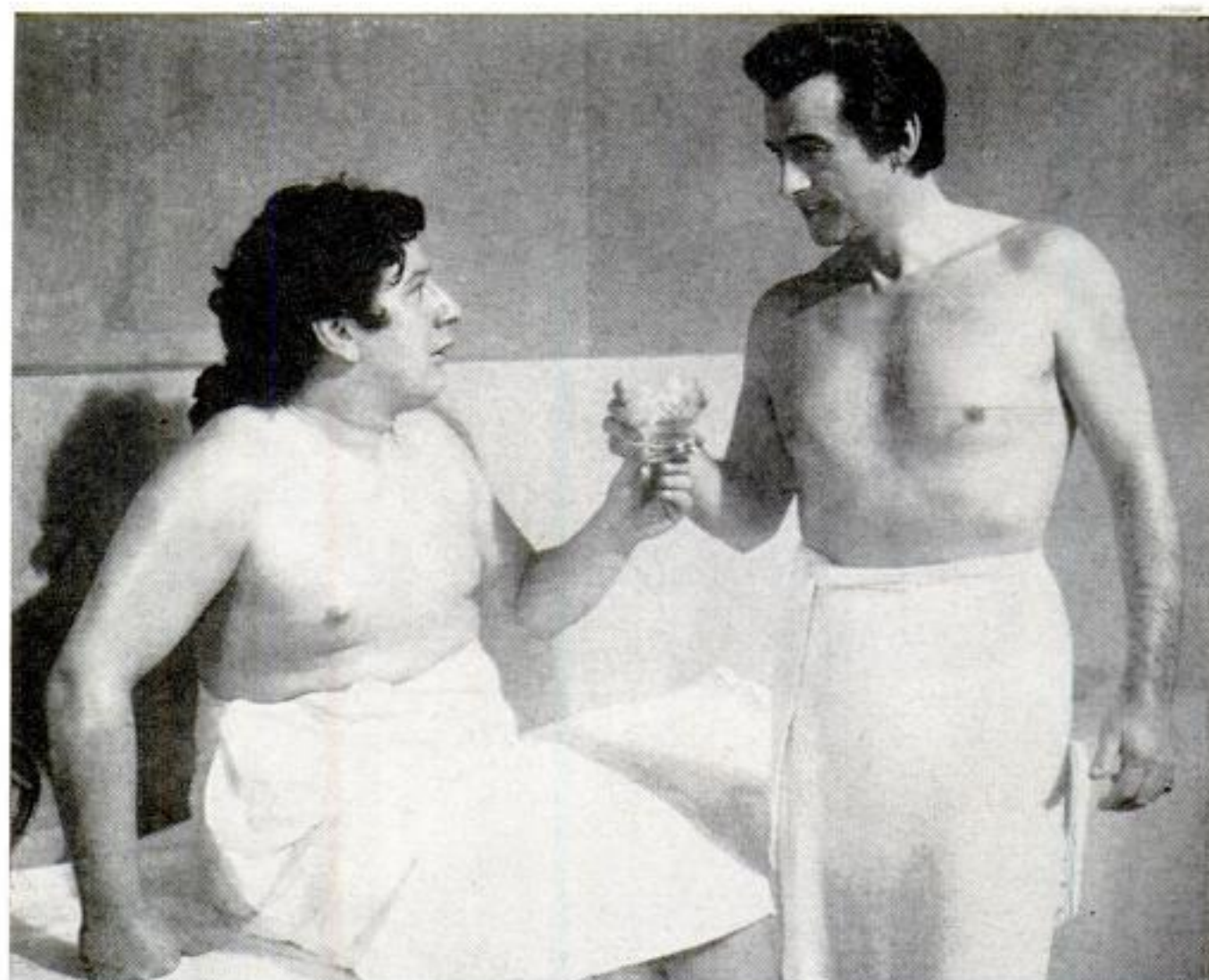
dazzles her with Charcoal Glow

...proving how easily you can dress to impress when you get the Gramercy Park habit. Take this Charcoal Glow gem, for instance. Tailored of your favorite fabrics in new, *deep* tones of blue, brown and grey...it's just one of the many handsome fall fashions you'll find at stores displaying the Sign of the Silver Shears...your assurance of quality and lasting satisfaction...for only \$50-\$55.



*For store in your community, or your free copy of
"The Inside Story Of A Suit" write:
GRAMERCY PARK CLOTHES • Dept. L54
28 West 23rd Street • New York 10*

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IN A TURKISH BATH Brummell (Stewart Granger) encourages his friend, the prince, in latter's effort to lose weight and cut a more fashionable figure.



KING-TO-BE (Peter Ustinov), figure-slimmed, dances delightedly before friend, who sits on throne in dark evening clothes he popularized for posterity.



RED-COATED BEAU brings poodle to prince but later falls from favor after insulting him. Elizabeth Taylor (*left*) plays Brummell's aristocratic lover.



Overnight guests were frequent at the Higbee plantation. Colonel Higbee always saw that they had a hearty breakfast of Aunt Jemima's pancakes before they left. Soon the lightness and flavor of these pancakes became the talk of the countryside.

Aunt Jemima Legend

You can't duplicate it in a homemade batter; you don't get it in any other mix . . .

the matchless

4-flour flavor of Aunt Jemima pancakes



FOR THE FINEST BUCKWHEATS get
Aunt Jemima in the YELLOW box

The treasured Aunt Jemima recipe combines 4 flours in a special way. **Wheat** flour for lightness, **corn** for tenderness, **rye** for richness, **rice** for browning quality. This 4-flour blend gives Aunt Jemima pancakes a flavor no others can match.



BLUEBERRY-PLATE SPECIAL
Overlap slices of broiled Canadian bacon with hot Aunt Jemima Pancakes. Serve with blueberry sauce. To make sauce, add a tablespoon of cornstarch to one can of frozen blueberries, heat until thickened; add a little lemon juice.

Listen to Don McNeill's
Breakfast Club, ABC radio
and TV weekdays.

New Philip Morris "Snap-Open" Pack

opens in a jiffy... closes tight to keep flavor in!



You get all the rich flavor and fine aroma of
more *rare vintage tobacco*—King Size or Regular!

See for yourself what vintage tobacco means to *you* in taste, smoothness and enjoyment. Try PHILIP MORRIS, the cigarette that contains more rare vintage tobacco than other leading brands. And remember, you just...



What a convenient pack for America's *finest* cigarette!

CALL FOR PHILIP MORRIS KING SIZE or REGULAR



A MOTHER VISITING HER RETARDED SON IN AN INSTITUTION LOOKS SADLY AWAY AS HE TRIES TO WRITE WITH THE AID OF HIS NORMAL OLDER BROTHER

RETARDED CHILDREN

The tragic burden of the mentally handicapped, long borne as hidden shame by a million American families, is eased by open discussion and bold plans

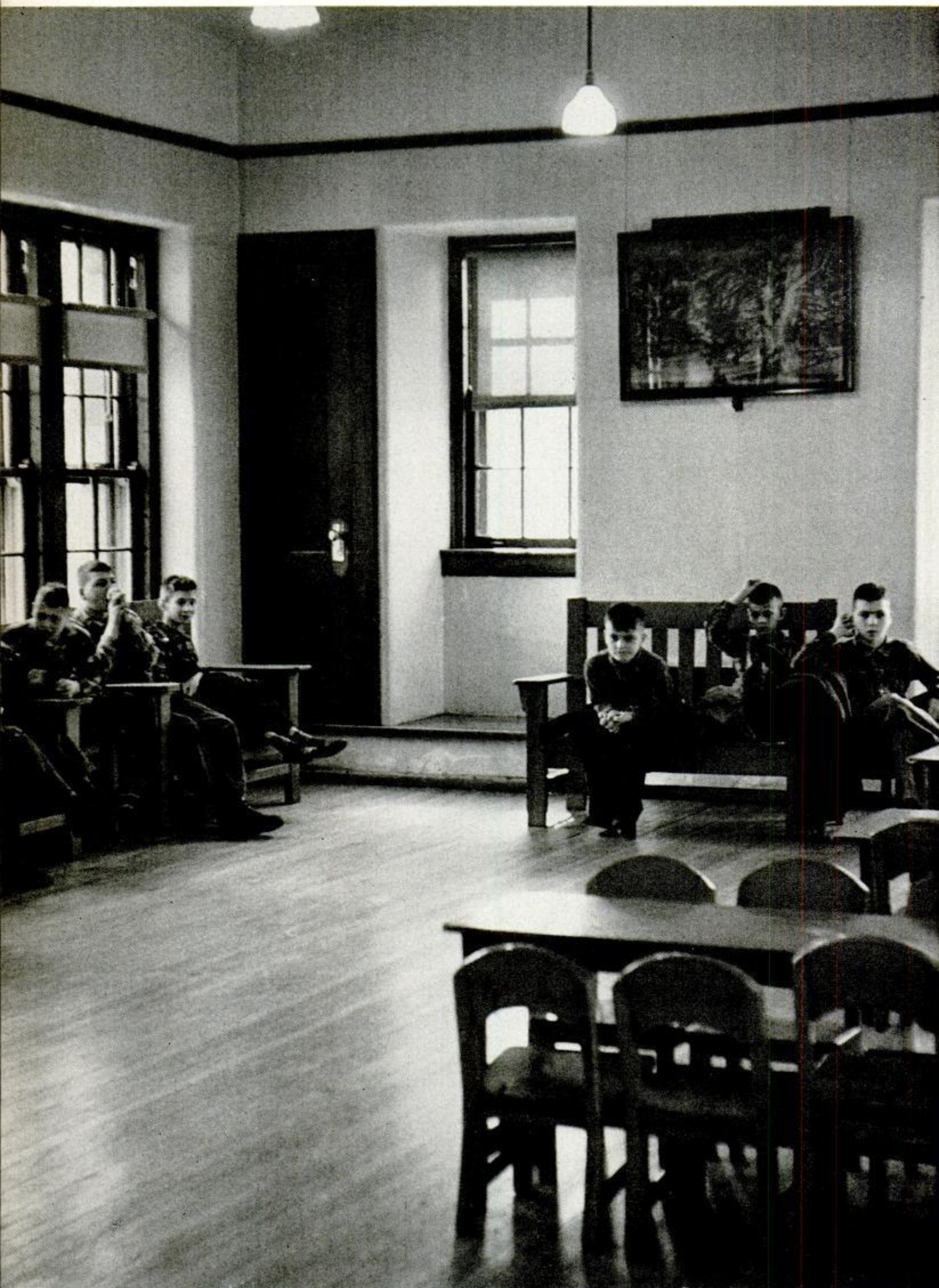
Clumsily clutching a pencil, Charles allows his brother to guide his passive hand across the paper. He seems to be concentrating. But a moment later his attention wanders. His mother, Mrs. Jeremiah McCarthy, turns away her head, bites her lip and fights back the tears—for hers is the unending sorrow of being the mother of a mentally retarded child.

Four million Americans, a million of them children, have minds which stopped growing before the age of 11. They constitute the helpless and submerged population of the mentally retarded. Some have brains which were physically crippled by fever, disease or injury before or after birth. In others the cause is not known; only a small fraction of the cases, however, are hereditary. Although three quarters of the mentally retarded could be trained to take a small but rewarding place in society, most of them vegetate idly at home, hidden away like a guilty secret by

their ashamed families. Or else they spend their lives unproductively in impersonal institutions, sometimes even in insane asylums.

Now, at last, a nationwide effort is being made to help them. Banded together in the National Association for Retarded Children, parents have set up clinics and organized sheltered workshops where their children can learn simple skills to make them self-sufficient. They have prodded states into providing special public-school classes. More important still is the fact that parents are overcoming their needless shame at having a retarded child. The new freedom to speak frankly about their unfortunate children is producing a climate encouraging to research, which now is almost nonexistent. This change of attitude also makes it possible for LIFE to present, this week and next, a two-part series using real names and cases, describing the affliction which burdens a million American homes and examining ways by which the burden can be lightened.

Photographed for LIFE by CORNELL CAPA



WITH NOTHING TO DO Charles McCarthy sits (to right of window) with other Letchworth boys

in dayroom. Toys stay in locked corner cupboard because attendants have no time to bring them out.

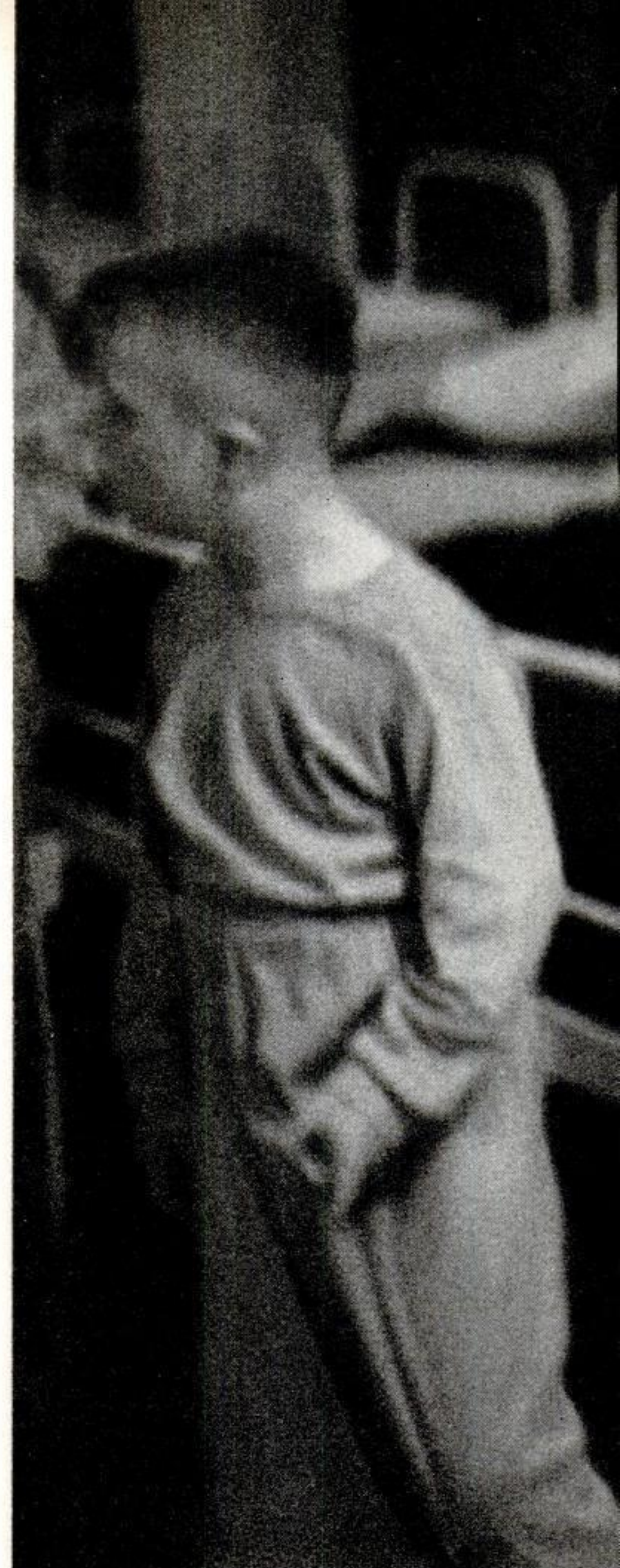
WHERE MANY MUST WAIT

Charles McCarthy had brain fever in infancy and though he has lived 11 years, his mental age is only 3½. He knows how to say "Mama" and "Papa," but he does not know his last name or his age. At home in the Bronx the neighborhood kids so tormented him that his parents made the difficult decision to put him into a public institution where he will be cared for during and after their own lifetime.

Letchworth Village, the state institution at Thiells, N.Y. to which Charles was sent, is clean, efficiently run and one of the best in the country. But like all other such institutions it

is understaffed; with 4,300 inmates it is nearly 50% overcrowded. Boys and girls are rigidly segregated. Though Charles attends a school where he learns the basic mechanics of living, his days for the most part are spent idly, waiting for help or guidance from attendants who are too busy to give him any but the most cursory individual attention.

Letchworth will provide Charles with good physical care, refuge from the outside world and companionship with his own kind. But it can never give him what his child's spirit needs most: love and the incentive to better himself.



AT 5:30 A.M. REVEILLE CHARLES (RIGHT) WAITS



HURRIED DRESSING by attendant robs Charles of the time and initiative to learn to do it himself.



TO BE DRESSED BEFORE CROWDED ROW OF BEDS. BESIDE HIM IS A MONGOLOID, A BOY WHO IS RETARDED BOTH IN BODY AND BRAIN BY PRENATAL INJURY



IN A HAPPY CIRCLE, Charles (*next to the teacher*) marches around in a musical game. The school was set up by the inmates' parents to give the children some personal attention.

SUNDAY VISIT by Joseph (*left*), 15, one of Charles's three normal brothers, enables him to enjoy a ramble across Letchworth Village's 2,400-acre grounds.



PSYCHOLOGICAL TESTS were given to Eileen at Flower-Fifth Ave. clinic. She proved capable of stringing beads (*top*) but in color-perception test (*bottom*) she put colored disks into wrong boxes.



PHYSICAL TESTS included charting brain waves (*top*), which did not hurt but frightened her. This test was inconclusive. An eye examination (*bottom*) showed there was nothing wrong with her sight.

HEARING TEST ran into trouble when Eileen did not learn to lift hand as therapist blew whistle.



AS HER MOTHER SPEAKS WITH A CLINIC NEUROLOGIST, MENTALLY RETARDED EILEEN SUNDHEIMER





STARES EMPTYLY OUT INTO SPACE, LOST IN HER OWN INFANTILE WORLD

FOR LIFE AT HOME: A CLINIC'S HELP

Institutions care for only a few of the mentally retarded. Ninety-five percent, like 9-year-old Eileen Sundheimer, live at home. Eileen is even more retarded than Charles McCarthy, for she cannot utter a word and lives almost cut off from the world. After fruitlessly trying doctor after doctor, her parents finally heard about a clinic at Flower-Fifth Avenue Hospital, sponsored by the New York City branch of NARC, which specializes in diagnosing and treating retarded children. Admitted after a two-year wait, Eileen was given tests (*left*) which failed to pin down the exact cause of her handicap. But they proved that she should not be left to stagnate without hope for improvement, and that with proper training she could be taught to pronounce a few words within a year.

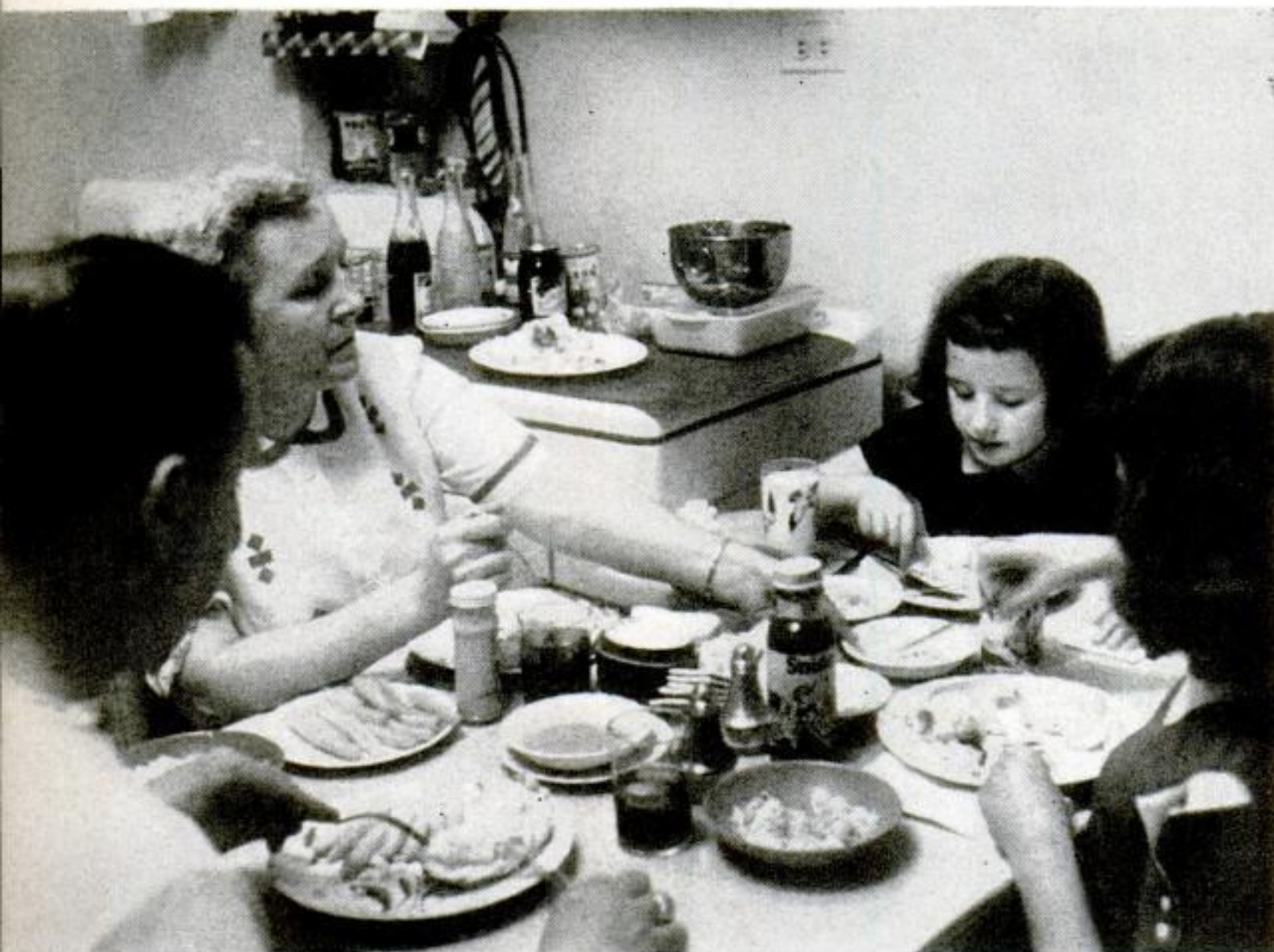
Eileen attends a parent-run school where she is learning the names of simple objects. She can dress and feed herself. Although at home she responds to affection, she is nevertheless an object of constant care every hour of the day. While the Sundheimers cheerfully bear the burden now, they are worried about what will happen to Eileen when she becomes a woman and when they have died or become too old to look after her.



LIGHT CORD is pulled to draw Eileen out of her dream world. After many pulls, Eileen saw relationship between cord and light, began to pull on it herself.



THE DIAGNOSIS is given to anxious Mrs. Sundheimer by chief pediatrician, who explains to her that Eileen's brain was somehow injured before she was born.



EILEEN AND HER FAMILY eat dinner together. Eileen, sitting next to her normal sister Judy, 11, can use knife and fork. But meat must be precut for her.

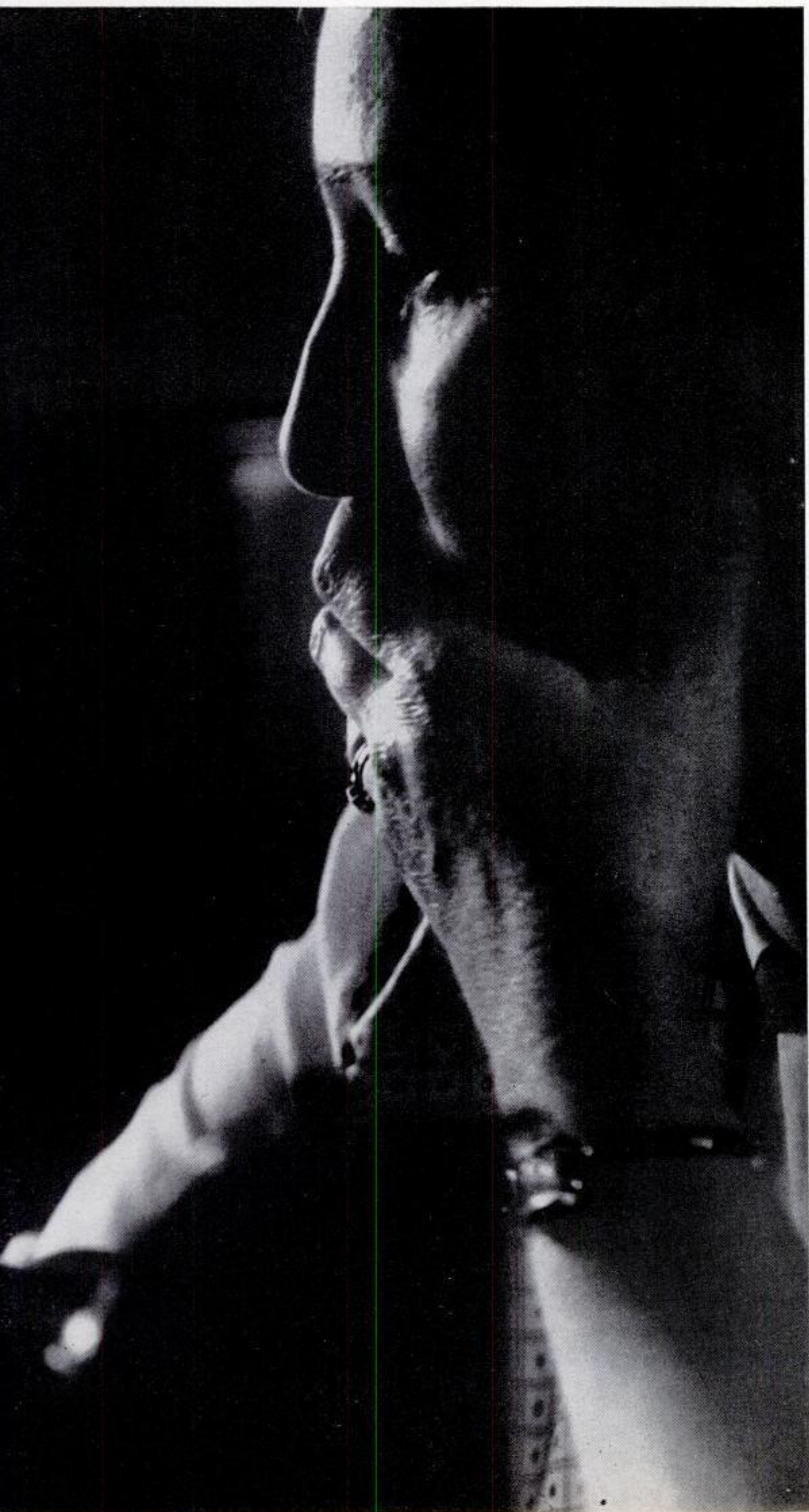


A SHOW OF PLEASURE lights up Eileen's face as she dresses a doll, coached by her mother and father. Judy, who is a star pupil at school and wants to





become a teacher, sits remotely off to one side and does her homework. At other times Eileen will burst into peals of laughter and run around clapping her hands.

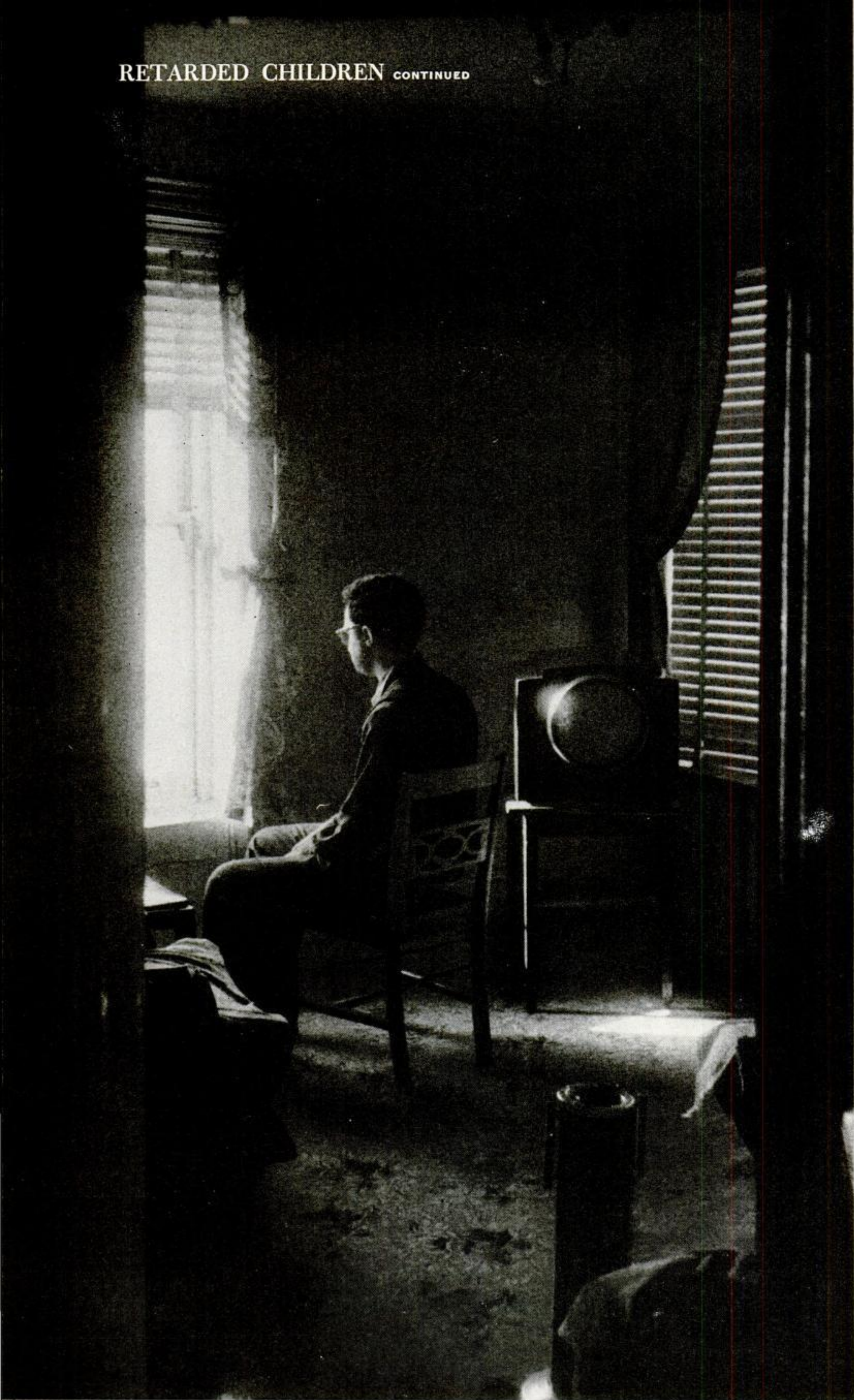


HANGING HER CLOTHES, Eileen displays the neatness common to many retarded children. Through practice she can carry out a few tasks automatically.



UNDRESSING HERSELF, she struggles with a button in the back. By giving Eileen plenty of time, Mrs. Sundheimer taught her how to dress and undress.

CONSTANT WATCHFULNESS has become second nature to Mrs. Sundheimer, who looks up from her sewing to watch Eileen cut up a rag with scissors.



WASTED IN AN EMPTY HOUSE

For nine years the young man in the picture above has spent his days alone in an empty house. He is 25 years old, one of the two million able-bodied but mentally retarded adults who were never given useful work and were therefore left to waste their lives away. Like most of the mentally retarded, he is more intelligent than Charles McCarthy or Eileen Sundheimer. Until he was 16 he attended a special

public-school class and was taught the three R's and the basic rules of social behavior. But he was not capable enough to get a job in the normal working world. Now, while his parents, brothers and sisters go to work, he stays at home. Sometimes he watches TV or goes to the movies. But most of the time he just sits in front of the window, watching a small wedge of the world pass before his dulled eyes.



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SOCIAL SERVICES

A COMMUNITY'S

No single family, no single institution can fully solve the problem of retarded children. It is a problem for the whole community. A key to its solution can be found in Nassau County, N.Y. where, to care for the county's 2,500 mentally handicapped, the 775-member branch of the NARC is putting into operation the most comprehensive plan yet devised. It is shown in the photographic diagram above.



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FAMILY DOCTOR

PARENTS AND RETARDED CHILD

FOSTER PARENT

MASTER PLAN TO GIVE THE HELPLESS HOPE FOR THE FUTURE

The plan centers around the child and his parents. With them are the family doctor, who will be the first to report signs of retardation, and an assigned foster parent who will supervise the child's progress and be responsible for him in case the parents die.

At their back stand the plan's three main branches: the social, medical and educational. The social services offer counselors, case

workers and a lawyer to advise parents. A fund-raising committee, supported by a 1,000-member women's auxiliary, helps get the annual \$47,000 needed to finance the plan.

The medical services consist of a clinic for diagnosis and treatment, staffed with doctors and consultant specialists. The educational services, besides regular teachers, offer a recreation leader and a scoutmaster who heads a

scout troop of retarded boys. Speech therapy, religious and vocational instruction are also provided. Having learned a manual skill, each boy and girl will work in a sheltered workshop or be placed in a job by a committee of personnel directors from local industries.

The plan is controlled by a salaried executive director appointed by a board of directors, most of whom are parents of retarded children.

Next week: a better life for the retarded

New G-E Automatic Coffee Maker with 2- to 9-cup capacity brews delicious coffee every time . . .

only \$29⁵⁰*

For years, housewives have hoped for a fully automatic coffee maker that would brew perfect coffee every time, whether it be 2 cups or 9—an automatic coffee maker that would be practical for every-day use.

And now, G.E. has perfected the coffee maker that does just that, and has many other important advantages as well.

*Manufacturer's recommended retail or Fair Trade price.



Coffee the way you like it! Brew control lets you select the strength you prefer . . . mild, medium or strong or any strength between. And coffee stays piping hot until served. Handy re-heat setting re-heats leftover coffee without re-perking.

This new G-E Automatic Coffee Maker makes rich, delicious coffee the way you like it . . . every time. So easy and so quick!

No watching . . . no timing. Just put in coffee and water, set the control for desired strength. Makes coffee the exact strength you prefer.

A light signals when coffee is ready, and coffee stays piping hot until serv-

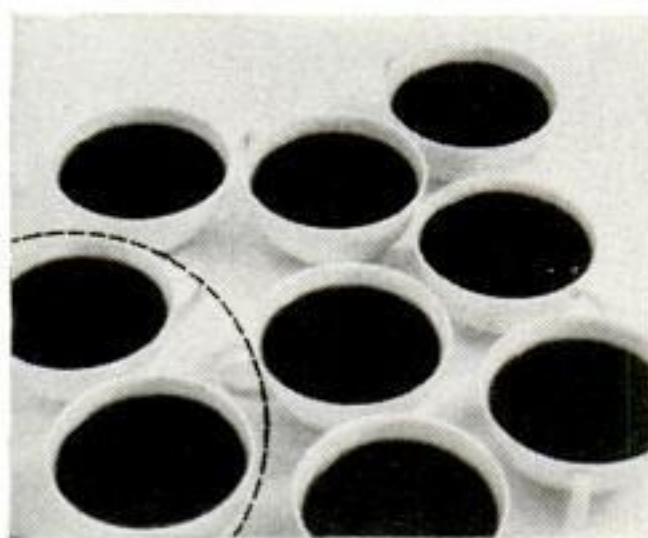
ing time . . . automatically.

This new G-E Coffee Maker has extra powerful heating unit that brews 2 cups in less than four minutes, 9 cups in less than fifteen minutes.

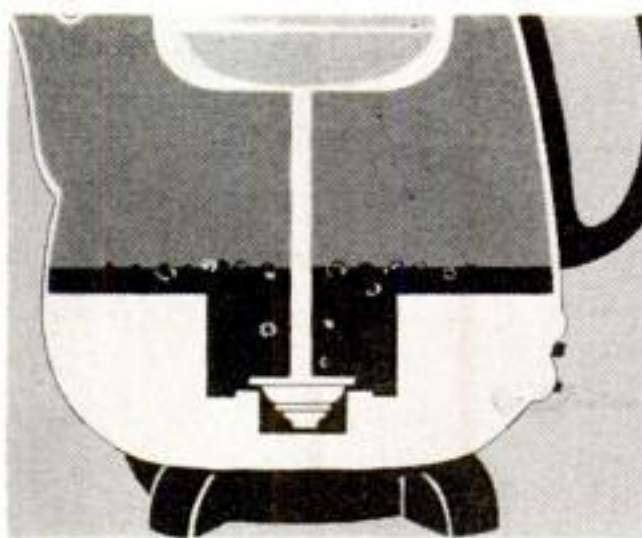
Ask your G-E dealer to show you one. Notice how the handsome design blends with any setting. General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

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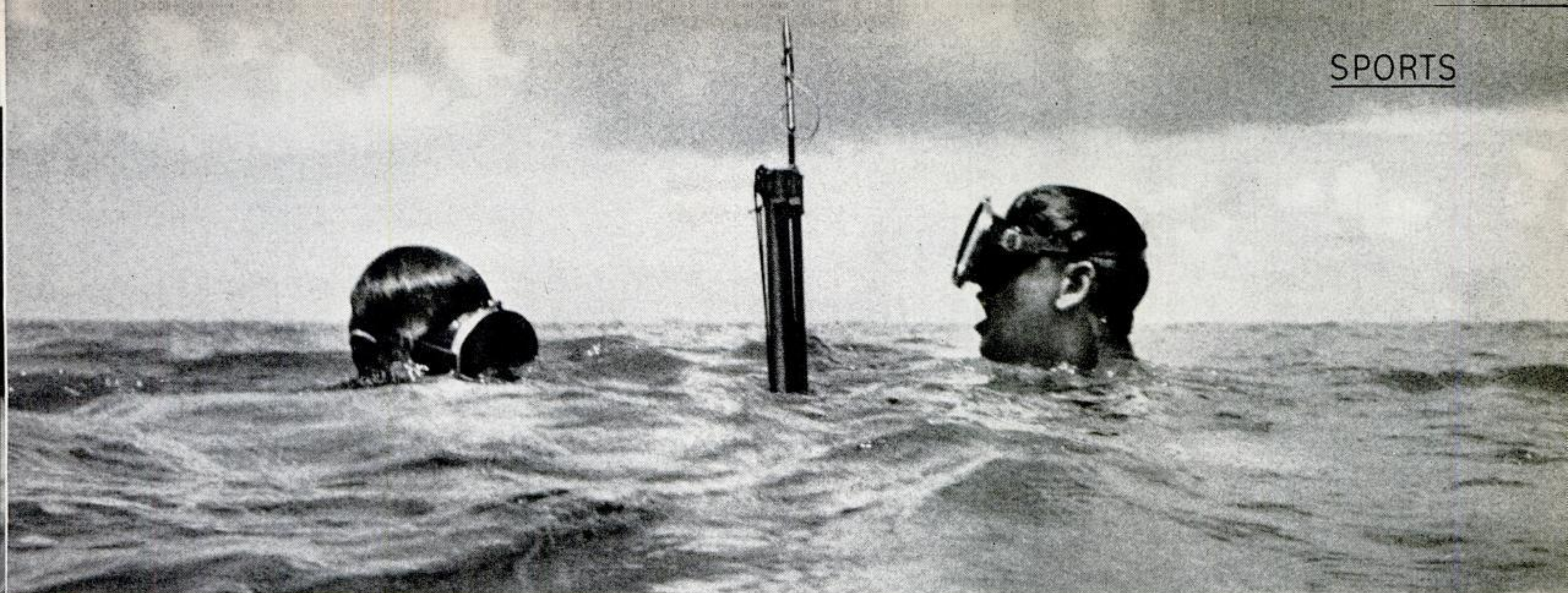
Makes 2 to 9 cups. This G-E Coffee Maker makes as few as 2 cups or as many as 9 . . . perfectly. It's as practical for breakfast as it is for entertaining.



G. E.'s special "2-cup well" is the secret of perking small amounts of coffee. Saves coffee because you make only what you need.



Easy to clean. Wide top opening allows your hand to get down inside the G-E Coffee Maker. You can wash it thoroughly, easily and quickly.



SURFACE CONFERENCE IS HELD BETWEEN MEMBERS OF CALIFORNIA TEAM, THE MUIRMEN, TO DECIDE HOW TO GET AT GROUPEER IN CORAL CAVE BELOW

SPEAR FISHING GOES BIGTIME

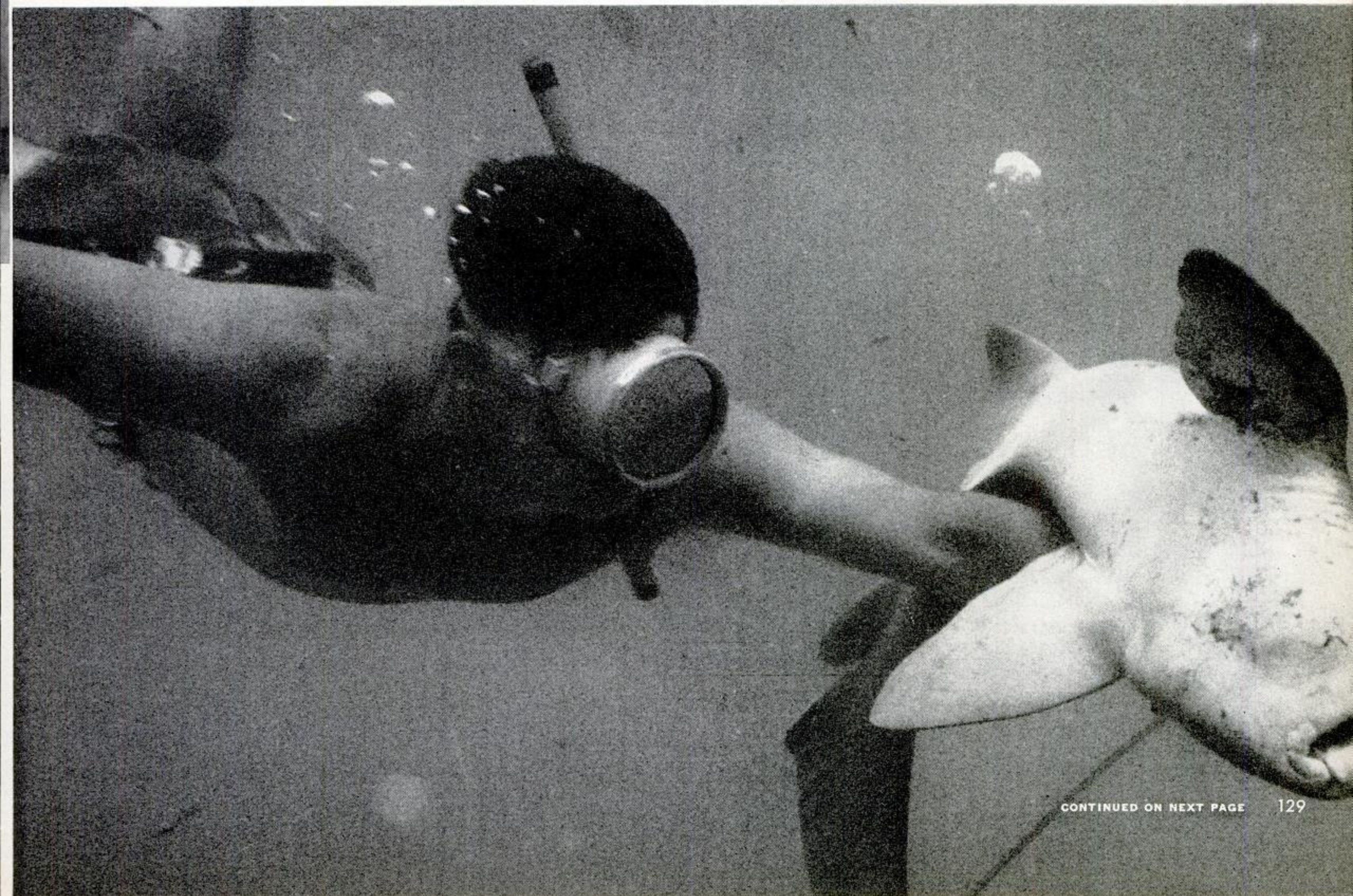
In the national A.A.U. contest at Key West, the Tritons beat six other top teams

Spear fishing has become so popular in U.S. waters that its devotees now hold national contests. The 1954 A.A.U. spear fishing tournament, the second annual meet, took place in the clear, fish-filled shoal water off Key West. Seven top teams, survivors of local contests, entered the meet, parading such piscatorial titles as the Tritons, Dolphins and Ann Arbor Amphibians. In small boats, the teams puttered about 12 miles offshore to find a favorable spot. Under the rules, face masks could be equipped with snorkels, but

air tanks were prohibited. The teams were made up of a maximum of three men, all of whom could go underwater at once.

For four hours they dove, spearing grouper, blowfish and barracuda. Largest catch was the Dolphins' nurse shark (*below*). But since sharks and rays were ruled out it could not be counted in the team catch. When the fish were weighed, Miami's Tritons, the Pinder brothers (*p. 133*), were triumphant. With primitive Hawaiian spears instead of mechanical ones, they impaled 281 pounds of fish.

RETRIEVING A 35-POUND NURSE SHARK HE HAS SPEARED AND KILLED, CHARLES BLAKESLEE OF THE CALIFORNIA DOLPHINS STARTS TO THE SURFACE WITH IT





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VINYL RESINS



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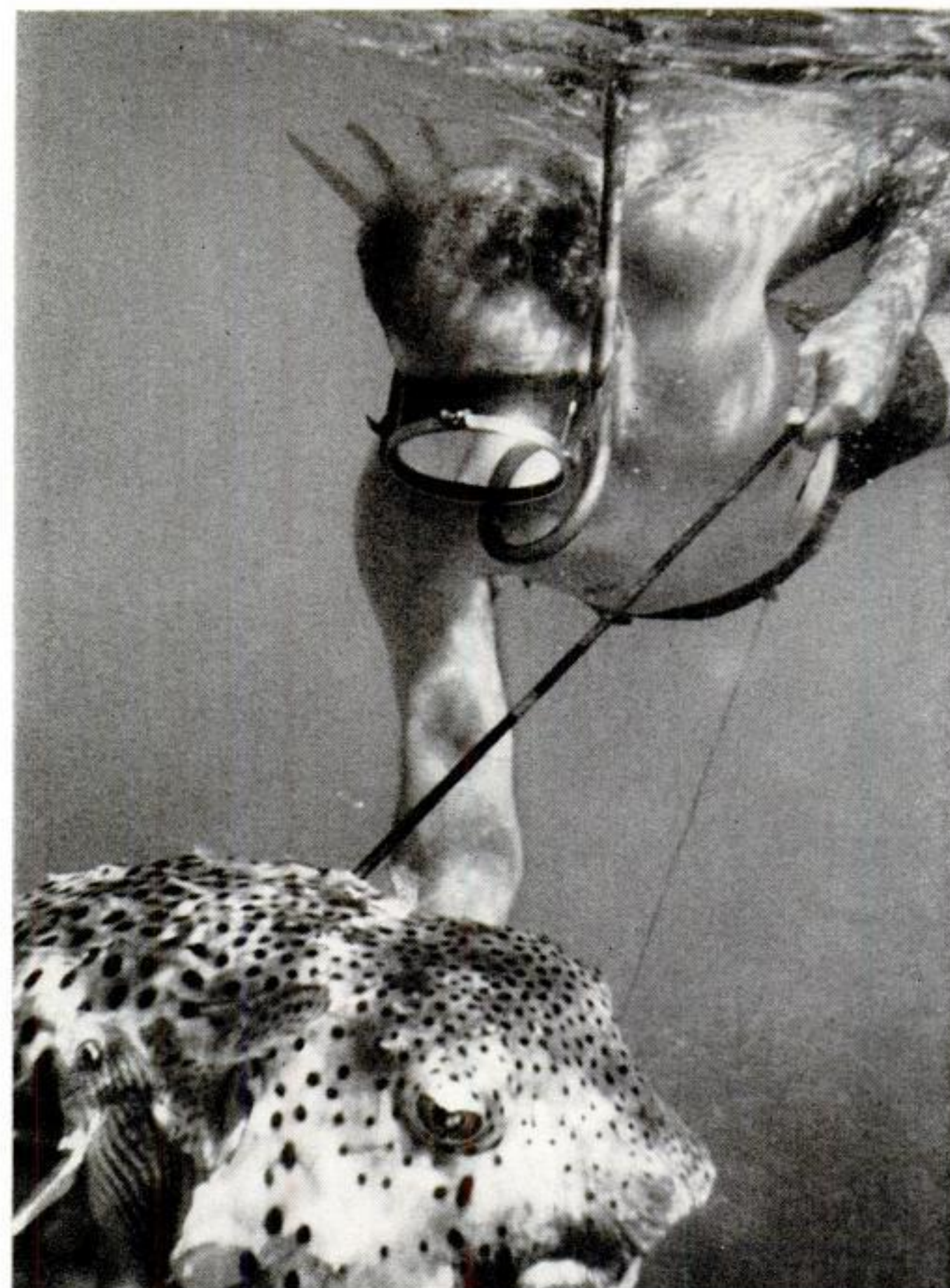
SPEAR FISHING CONTINUED



HEADING FOR REEFS, outboards carry teams away from committee boat (top). Teams were permitted to rest in boats, but not use them to move about.



STABBING BLOWFISH, which inflated itself for protection after being speared, Earl Cavanaugh of Denizens of the Deep deflates it for trip to surface.



COMING TO SURFACE, he holds speared fish. Attached to mask is a snorkel which runs to surface, enables him to breathe while watching fish below.

CONTINUED ON PAGE 133

There's a Treasure of Pleasure
In Sunny **ALABAMA**

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Planning an Autumn vacation? Then why not come to Alabama?—Mountains? Yes, in the north. Freshwater lakes? Yes, in north and central Alabama. Seashore? Yes, on the Gulf of Mexico. And there's good fishing everywhere... plus historical attractions too numerous to mention!

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see the difference?

You can, you know! When you buy in-the-bean Eight O'Clock, Red Circle or Bokar, you actually *see* your choice Custom Ground exactly right for *your* coffeemaker. No factory-ground coffee can possibly give you the same fine, fresh flavor . . . despite the fact that in every instance they cost more!

Why not
smell the difference?

You will, you know! If you've been settling for substitutes, one breath of the fragrance of this real coffee brewing will remind you that the tantalizing aroma is half your coffee-drinking enjoyment! And at today's coffee prices, you're certainly entitled to full enjoyment!

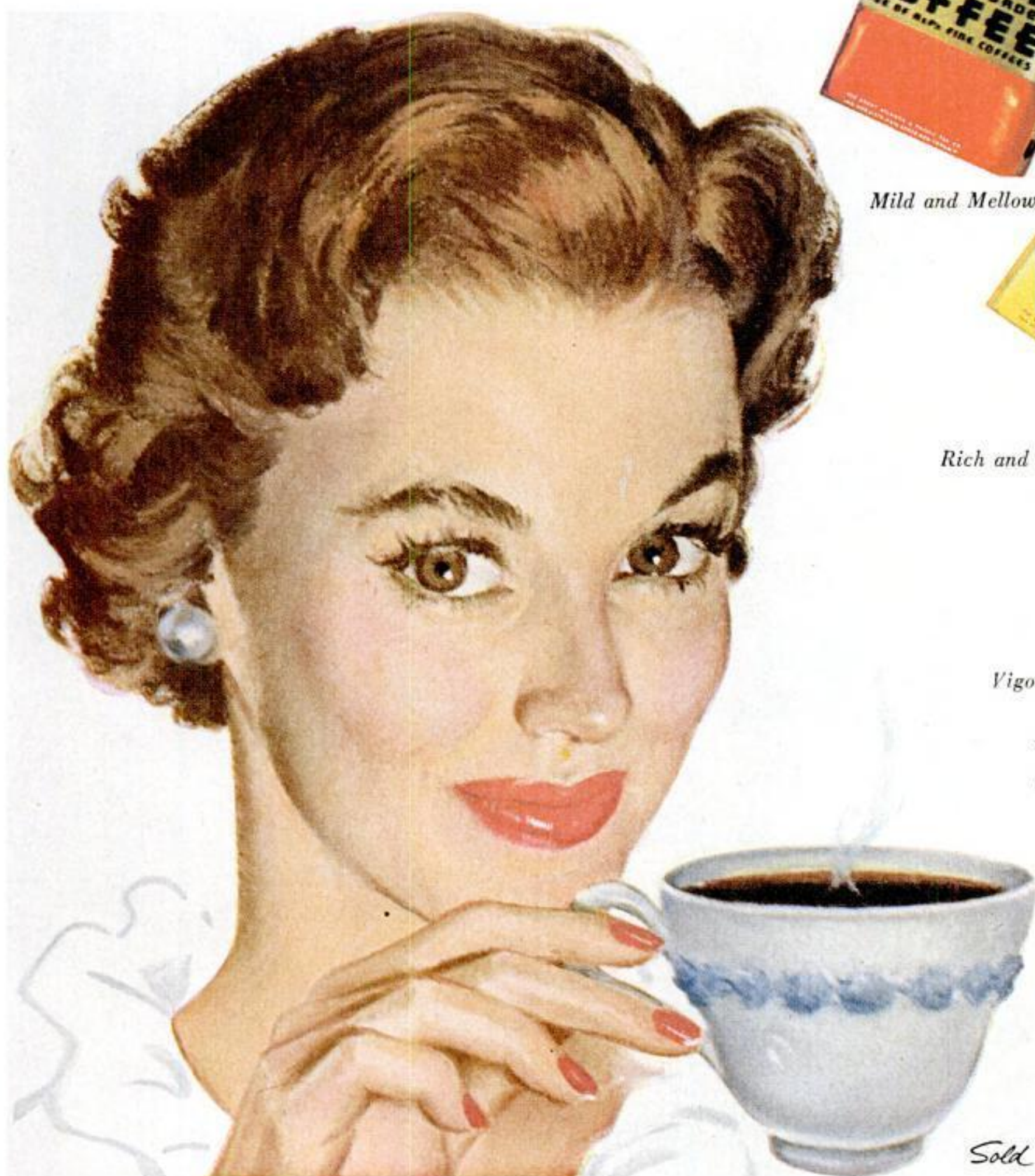
Why not
taste the difference?

You do, you know! There's nothing like the flavor that comes only from *real* coffee . . . coffee that's freshly roasted, freshly ground, freshly made. Remember, too, Custom Ground A&P Coffee gives you all the fine flavor you pay for. *That* makes a difference, too! Enjoy it!



ONLY REAL COFFEE

TASTES LIKE COFFEE!



Mild and Mellow

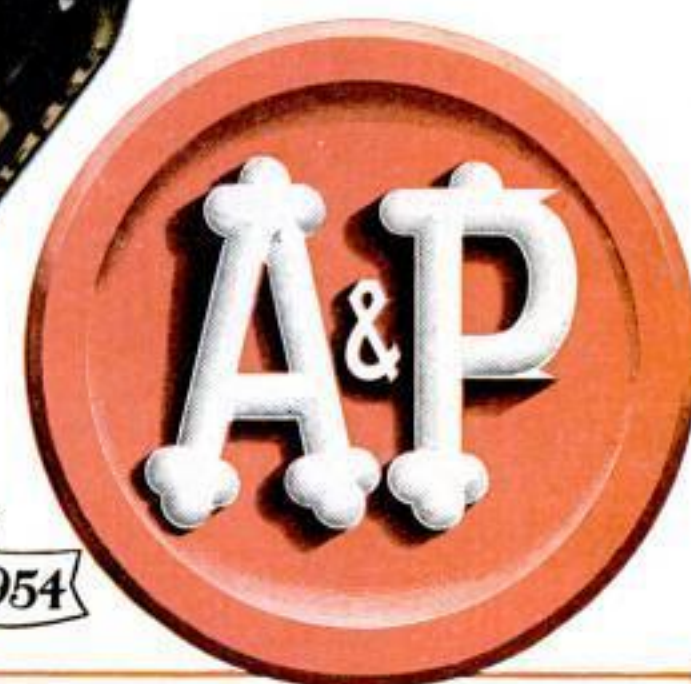


Rich and Full-Bodied



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1859 95th Anniversary 1954



HOW TO GET THE MOST GOOD CUPS
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To insure fresh flavor, be sure coffeepot is clean. *Always* measure both coffee and water. Use one standard coffee measuring spoon (2 level tablespoons) of Custom Ground A&P Coffee and $\frac{3}{4}$ of a standard measuring cup of water for each serving. Serve immediately. Remember, no coffee can give you more good cups per pound.

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flavor

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in golden, juicy Chunks—for a welcome (and easy!)
menu change. These bite-size Pineapple Chunks are
marvelous for fruit servings, in salads, to sauté
with meats. Keep plenty of Chunks on your kitchen
"PINEAPPLE SHELF" along with Slices, Crushed and
Tidbits, and sunny Pineapple Juice. Canned Pineapple
in every form is *Nature's most refreshing flavor!*



To enjoy *all* the flavor
of PINEAPPLE JUICE,
chill and shake well
before serving

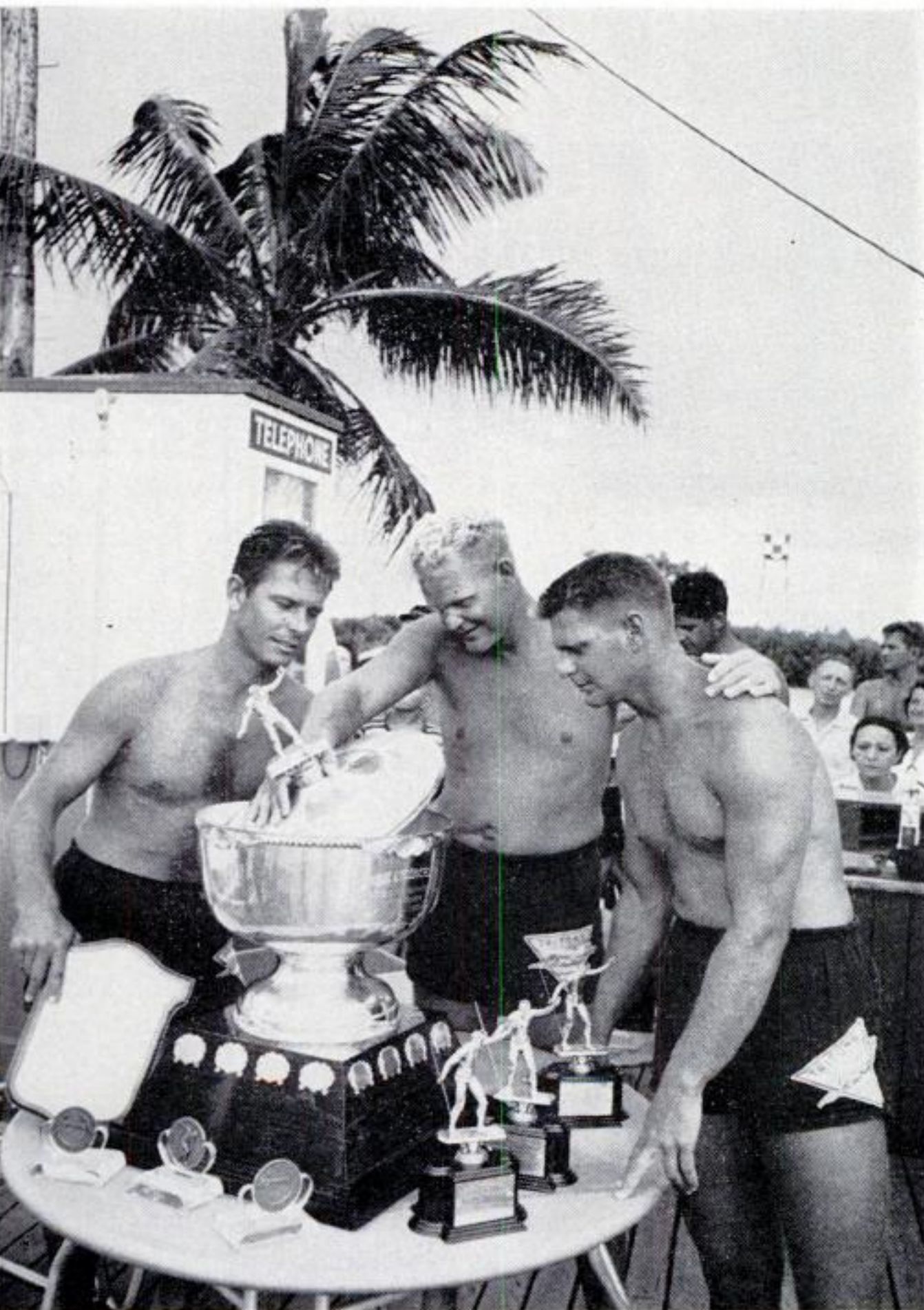
TIDBITS of canned Pineapple are
favorites for salads, fruit cups, to sprinkle
on puddings and cereals

CRUSHED canned Pineapple
is delicious "as is", also makes
flavorful meat sauces, jams,
pies, cookies, puddings, icings
and sundaes

PINEAPPLE GROWERS ASSOCIATION, San Francisco



BOATING A GROUPEr. Triton Fred Pinder clings to outboard. Boatmen were allowed to approach surfacing fishermen but not help get fish off spear.



VICTORS' CUP is admired by (left to right) Don, Fred and Art Pinder. Art is only man recorded as having speared a sailfish, one of toughest game fish.

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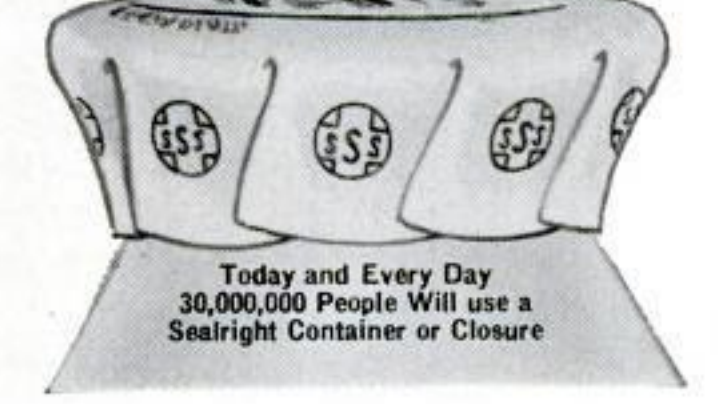


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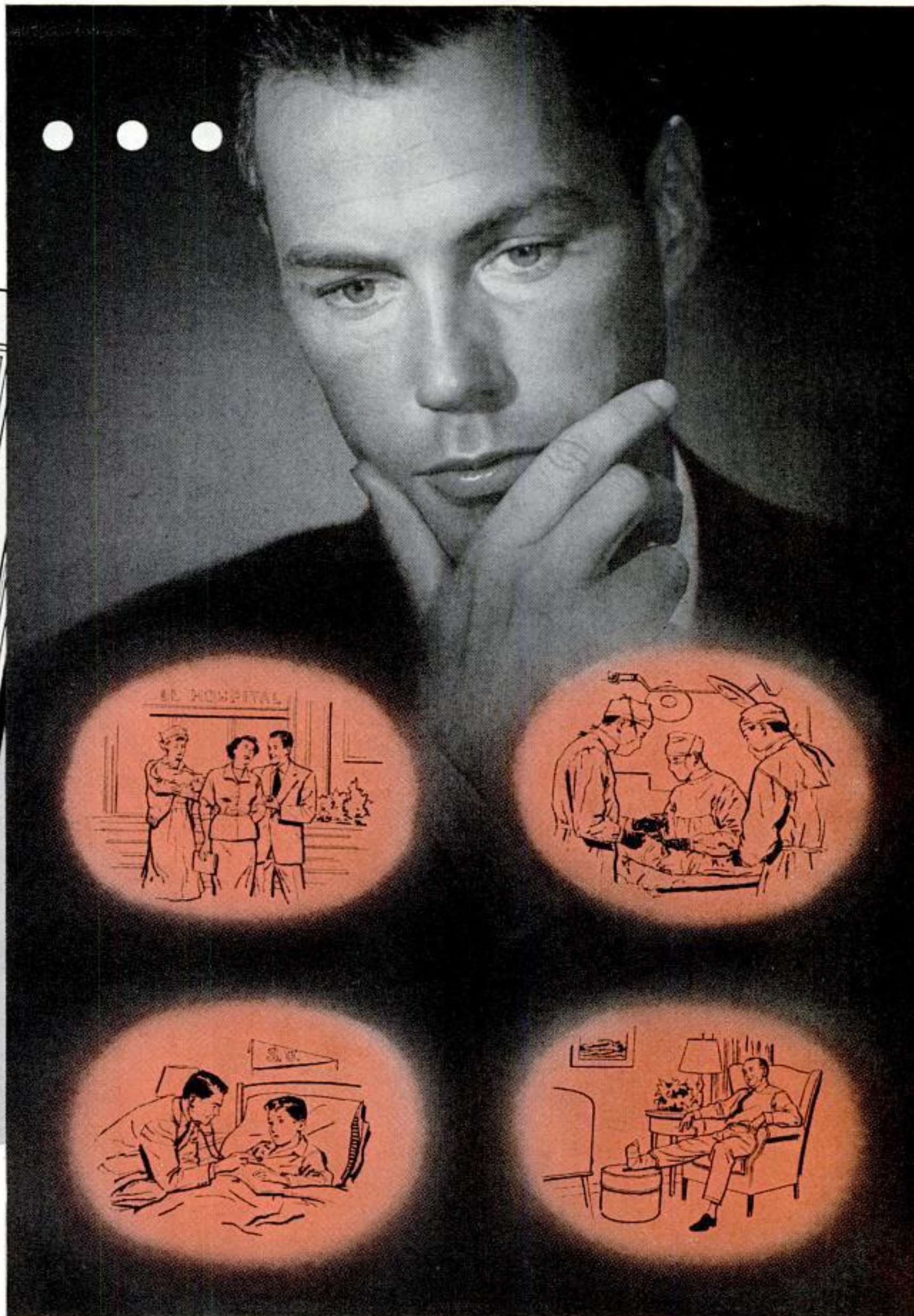
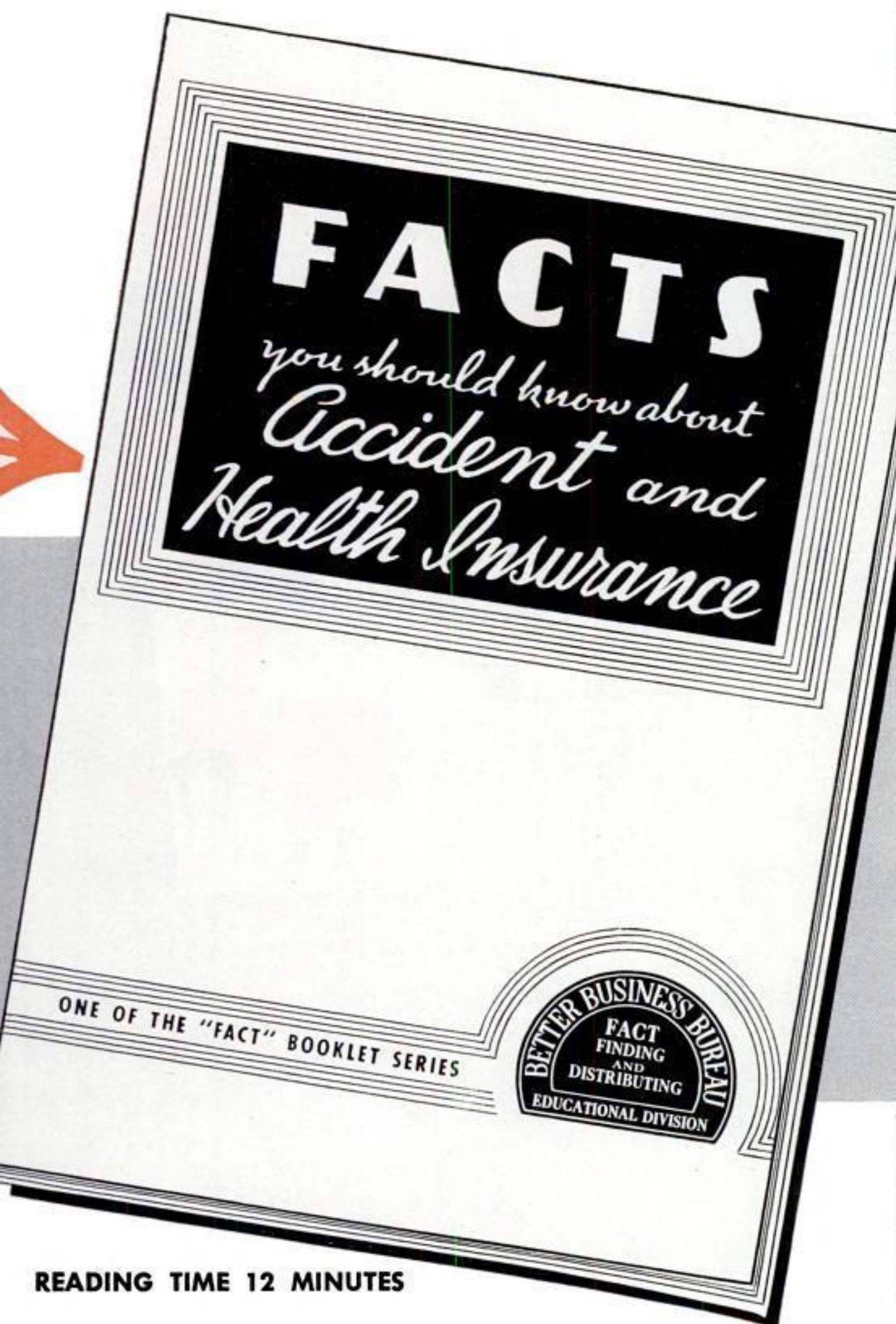


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WHY THE REPUBLICANS



While both parties call for straight-ticket balloting, the voters concentrate

THEIR PRESIDENT IS POPULAR AND NOBODY IS VERY MAD AT THEM. THEIR TROUBLE

For an analysis of the 1954 election, LIFE sent Staff Writer Havemann and Washington Correspondent William K. Goolrick Jr. on tours of crucial states. Their observations were reinforced by nationwide reports from LIFE and TIME correspondents.

by ERNEST HAVEMANN

IN Boston one late summer day a banker was forced to call in one of his customers, a solid, middle-aged factory worker whose identity shall be hidden here under the name of Mr. Blank. During the Korean war boom, Customer Blank had bought himself an \$8,500 house. For more than three years he had met every monthly mortgage payment right on the dot. Now he had suddenly fallen behind. Why?

Mr. Blank answered simply, "No overtime. We don't get overtime any more." And in these few words he unwittingly put his finger on the one concrete problem that plagues the Republicans more than anything else as the 1954 election draws near.

By any reasonable standards the U.S. is remarkably prosperous this autumn of 1954. The letdown from the forced draft of the Korean war to the relative normality of what passes nowadays for peace has been accomplished with a praiseworthy smoothness. But there has been a letdown of sorts, the chief effect of which has been felt in a peculiar way.

As a Milwaukee politician recently put it: "Anybody who says the American worker has lost his initiative just didn't know what was going on during the boom. You'd see fellows buy a house and then put in fantastic hours to pay for it—12 hours a day, 15 even. Often they took two jobs. I knew a man who sold trucks in the daytime, slept a little in the evening and then worked from midnight to 8 a.m. on a production line. I knew men who rushed from their plants to work

ARE RUNNING SCARED



on local issues, apathetically regard national questions as a mere sideshow

IN SELLING THEIR TICKET TO THE 1954 POLITICAL CIRCUS IS A CAMPAIGN PARADOX

as waiters during the dinner hour. Now you work your 40 hours or less and that's that. If you got to taking all that overtime and doubletime for granted, as a lot of people did, you have to pull in your belt—and you don't like it."

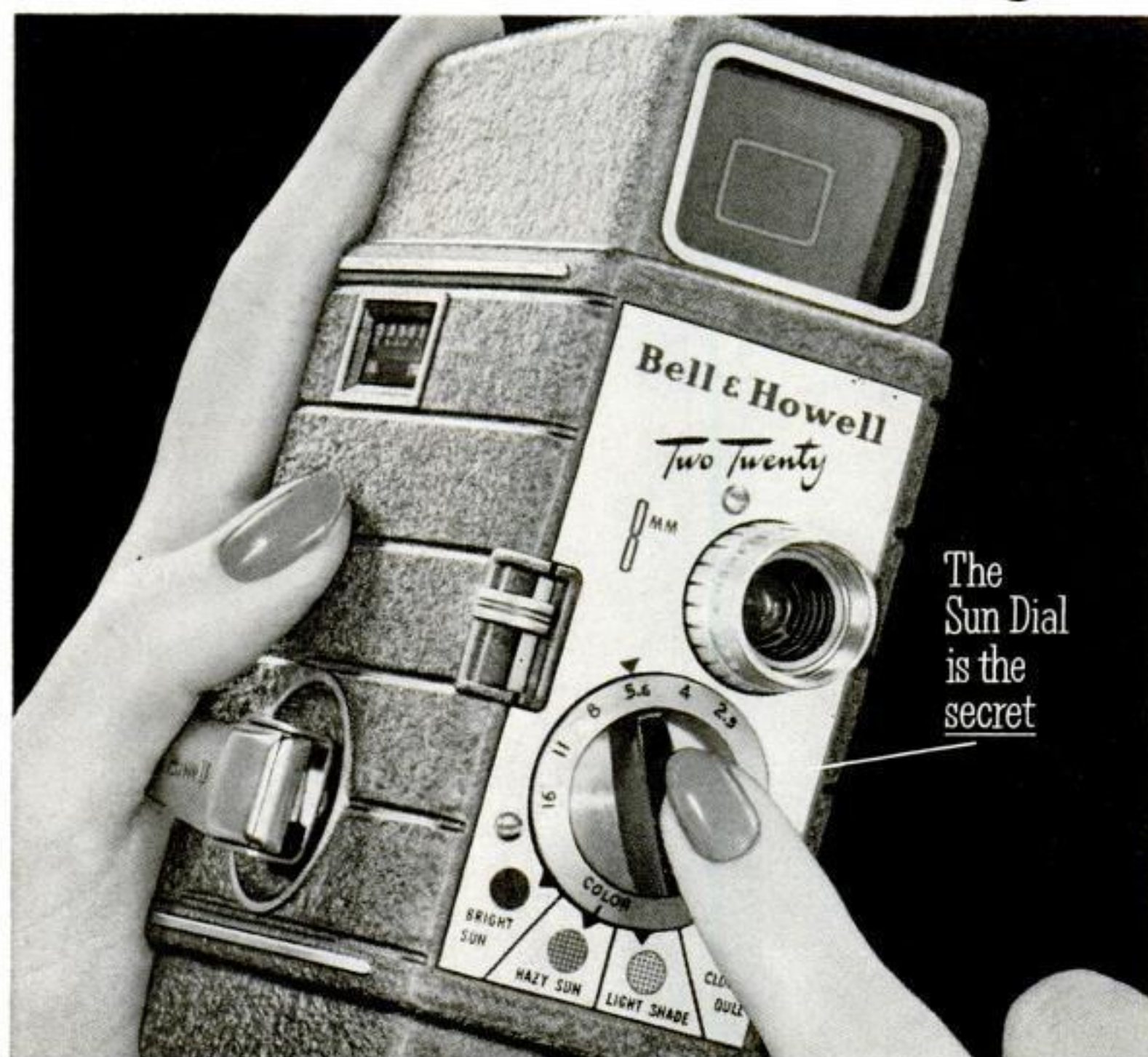
Anyone who talks to 20 politicians this fall, of either party and in any section of the country, will hear the loss of overtime mentioned at least 15 times as an election issue. Along with the loss of overtime, of course, goes some actual unemployment. The Republicans like to point out, quite justifiably, that the widely feared 1954 business recession has never amounted to much more than a dimple in the graph of economic progress and that the last official count of 3.2 million unemployed was less than the figure before the Korean war. But this generalization cannot hide the fact that there are some sore spots in almost every crucial state where the Republicans would like to win next month. Ohio has its unemployed coal miners along the Ohio River, steelworkers in Cleveland and textile workers in Cincinnati. Massachusetts has idle textile mills and shipyards. Michigan

has suffered a partial depression in the automobile industry. There is just enough unemployment to hurt some people badly and keep a lot of others edgy at a time when the Republicans are in power and thus in a position to take the blame.

The Republicans profited in 1946 when the voters decided to blame high prices on the Democratic administration and again in 1950 when the voters took out their disappointment at the way the Korean war was going. This time the shoe is on the other foot. "I had forgotten," said a Boston Republican, "how little good it does you to be innocent if you happen to be in charge. A few weeks ago a friend of mine started to upbraid me and the whole Republican party in general because the Firestone plant in Fall River was closed down. I looked into the thing and found the plant was closed because of a strike! But we get the blame anyway."

Thanks to Democratic Senator Paul Douglas of Illinois, the Republicans are perhaps taking a little more blame than necessary. Way back at the start of the year Senator Douglas was making dire predictions

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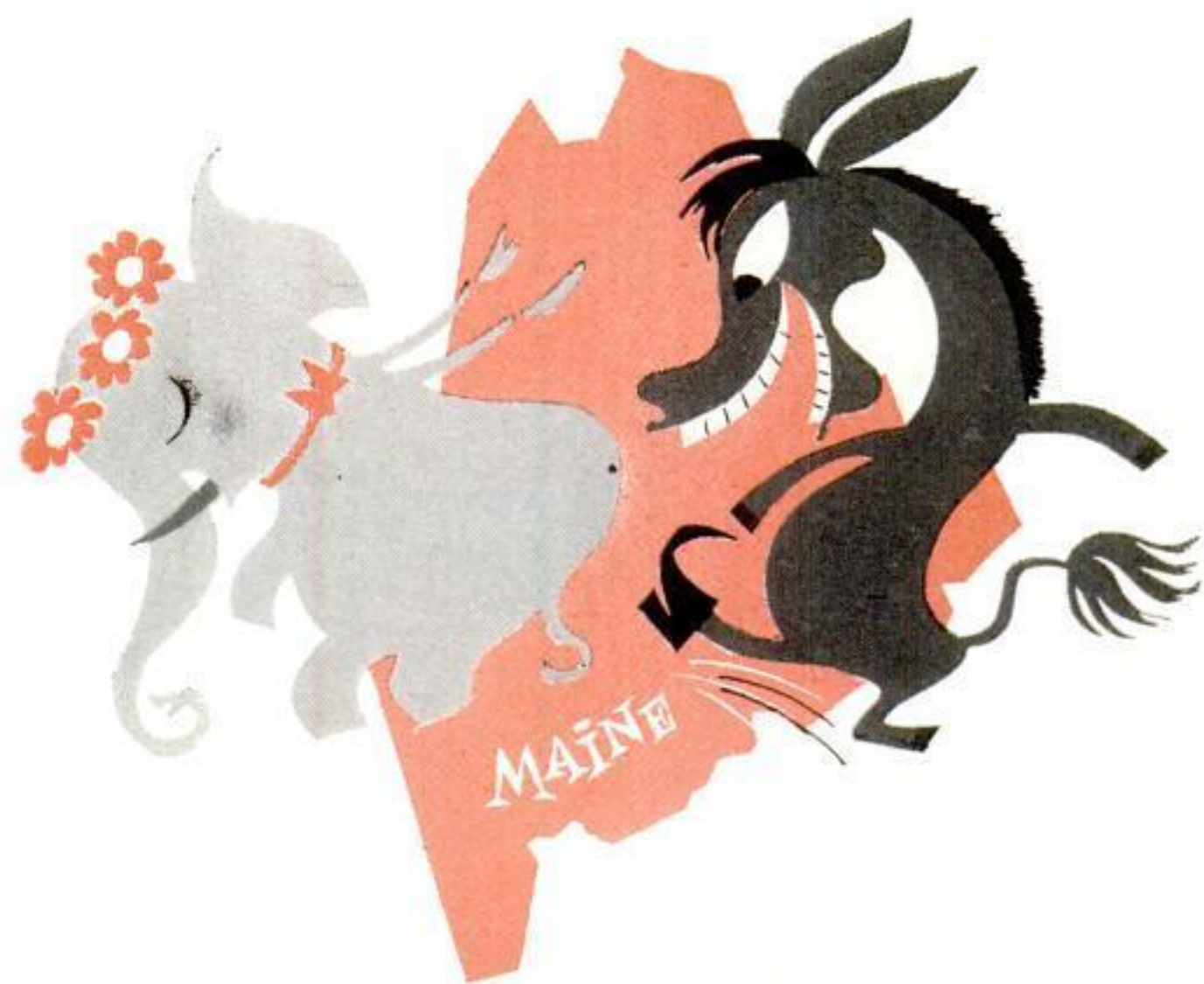
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REPUBLICANS CONTINUED

of economic disaster. One might have thought, to listen to him, that the Republicans had us heading for a depression that would make the 1930s look like the good old days. His pessimism has of course turned out to be highly overdone, but oddly enough he has escaped any public censure; we as a nation seem, in our joy that his forecast has not come true, ready to condone him and give him our blessings, much as we forgive and forget the erroneous prophets who keep predicting the end of the world from time to time. On the other hand the Republicans have been needled by Douglas into a much weaker position than they need have taken. A good many Republicans, to counteract his accusations, took to proclaiming that business is just wonderful and has never been better—all of which is bound to be considered utter nonsense by anybody who has lost his overtime or been laid off. The Republicans would be a lot better off on this score if they had just ignored Senator Douglas.

When the working man gets hurt

THERE are some Republicans, it should be pointed out, who minimize economic conditions as an election issue. "I don't mean to say that I approve of unemployment and lower pay checks," said one district leader, "but I don't think they figure too much in an election. The thing is that they hit in the industrial areas, which have voted against us anyway ever since the '30s." Most Republicans, however, would disagree. "That sort of thing spreads right up to the voters we count on the most," said an Ohio campaigner. "As soon as the working man gets hurt, you begin to feel it in the auto agencies, the real estate and insurance offices and all the other little businesses. I've got a friend who owns a poultry store down at the edge of the colored district; he's made a lot of money out of it. But his customers are mostly steelworkers and the mills have only been operating part time and he isn't making a dime right now. I expect he'll switch to Democrat this time."

A veteran Democrat in Milwaukee, which has had more than its share of unemployment this year, made perhaps the most telling comment of all. "Sure, we Democrats have always had the working man," he said. "But we haven't always had his wife. This year we've got her."

Aside from economic conditions, what are the issues in this election of 1954? Asking questions about the matters that one might expect to command great and burning interests, the touring political reporter gets some surprises:

FOREIGN POLICY Although this has been the nation's most crucial and dangerous problem, there has been remarkably little talk about it except among the experts and the intellectuals. Perhaps there have just been too many crises for the average man to endure. At any rate the Republicans, even during the period when their record on diplomacy was the shakiest, escaped practically unscathed. "This is one point," said a Midwest Republican last month, "where the voters are perfectly happy. Among women especially, the President gets credit for ending one war in Korea and avoiding another one in Indochina." A Democrat who conducted a long

CONTINUED ON PAGE 140

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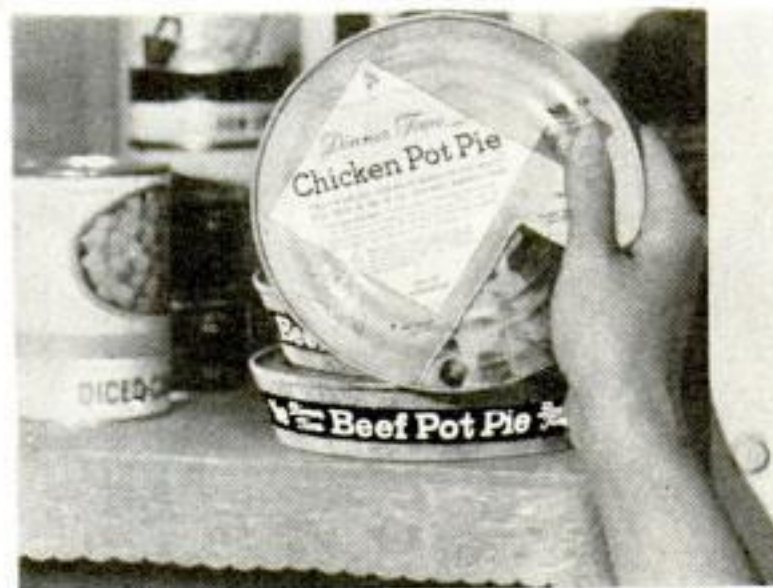
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A lot of people are being pulled two ways this year

REPUBLICANS CONTINUED

primary campaign earlier in the year conceded, "I tried at first to criticize the Republicans on global strategy, the U.N., things like that. My God, it fell flat!" Republican policymakers now feel, after the London conference and the Trieste settlement of recent days (pp. 34-37), that their conduct of foreign affairs has suddenly encompassed some dramatic successes. These could help the G.O.P. in the election—but to make them into an effective issue the party will have to work hard at advertising them.

McCARTHYISM Practically a museum piece. Even in Wisconsin, the senator's home state, a knowledgeable G.O.P. leader said, "This issue's been talked out for years. You were either pro-McCarthy or anti-McCarthy. You still wear your stripes, but there's nothing further to be done about it." A Democrat agreed: "People's attention has moved on to other things. If McCarthy proved tomorrow that Earl Browder used to have a desk right next to Secretary Acheson in the State Department, I doubt if it would cause even a ripple of excitement." In other places the political leaders are wary as well as bored. "Why mention McCarthy?" asked an Ohio Republican. "His endorsement can't help you and it could hurt you." A Massachusetts Republican said, "You won't hear his name once in this campaign. For one thing, the Democrats are no more eager to blast him in Boston, where he has a following, than the Republicans are to praise him outstate where he doesn't."

FARM POLICY Despite the worries of the more timid Republicans in the farm belt, President Eisenhower's attempt to restore a little sanity to the price support program seems to have made only the irreducible minimum of enemies. To be sure, the Democrats made gains during the '30s and '40s and the farm belt is by no means so rock-ribbed Republican as it used to be. Furthermore there has been considerable complaining among dairy and poultry farmers, who have suffered the most from recent price drops. But any serious revolt against the Eisenhower-Benson program would come as a great surprise to local observers. "If we've got ourselves into any jam at all," said one G.O.P. leader in a farm state, "it was because of stupid thinking. If the farm bill had been passed in April instead of August, it would be forgotten by now." There are a few places where the Republicans expect trouble from the farmers but because of weather more than politics. A good part of the Midwest, including a wide strip of Missouri and Illinois, was hard hit by drought this summer. In this unhappy area, where it will be only human for the voters to take out their frustration on the "ins," the G.O.P. is braced to take some severe losses, notably including two congressional seats in western Missouri.

Who's mad?

If there is anything else worrying the voter this year, it is so well hidden that nobody—Democrats, Republicans or neutral observers of the political scene—has been able to smell it out. This is a remarkably calm campaign. Nobody seems to be very mad at anybody else. With a few exceptions the political speeches are strangely temperate and good humored. One might therefore suppose that the Republicans, who won such a smashing victory with President Eisenhower in 1952, would be way ahead despite the nation's minor economic letdown. Actually the opposite is true. Practically all those who have been studying the straws in the wind report that the "trend" this year is Democratic. (The students so reporting have included Vice President Nixon and Speaker of the

CONTINUED ON PAGE 143

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House Martin, who can hardly be accused of wishful thinking.) Around the nation local Republican leaders concede themselves to be in serious trouble in enough congressional districts to practically insure Democratic control of the House of Representatives, at least if the election were held right at this moment. Even the Senate threatens to go Democratic. Warned by the election of a Democratic governor in Maine last month, further warned by what Nixon and Martin found recently on tours of the nation, the Republicans are suddenly running about as scared as politicians can.

Perhaps the economic letdown, the drought and a certain amount of opposition to the Administration farm policy are not the whole explanation. Perhaps the Administration has been something of a general disappointment to the average voter. "I'll tell you what I think," said an Ohio Democrat. "I think the Republicans were so anxious to win in 1952 that they oversold their candidate. They had everybody believing that Ike could step right in, cut the cost of government in half, cut our taxes, end all our foreign problems and bring the millennium. He hasn't been able to do it, of course—and the voters are a little disappointed." If this were true, surely there would be signs that the President's popularity was wavering—but everything points to the fact that Mr. Eisenhower is as well liked as ever.

On the Gallup Poll's measure of presidential popularity he has broken all records for sustained high rating. Democrats are afraid to attack him personally, and indeed some of them almost seem to be trying to run on his coattails. (Senator Douglas, who is running for re-election in Illinois, keeps saying, "I'm not going to speak against President Eisenhower. I like him. I would support him better than my Republican opponent.") Traveling around the country, political reporters hear nothing but praise for the President. An Ohio Republican told a visiting correspondent, "There's just no question about Eisenhower's popularity here. He's probably more popular than any other President the country ever had." Said another Ohio Republican, "We're going to win the Senate race now that Ike has endorsed our candidate. But without Ike it would have been a walkaway for the Democrats." Said a Massachusetts Republican the morning after the President had made an important campaign speech in Hollywood last month, "I'm ecstatic. I'm going to send him a one-word telegram: WONDERFUL. He's got to make more speeches because he's our greatest asset."

The President and the party

THE only question among Republicans is whether Mr. Eisenhower and his advisers in the field of speechmaking and public relations have been able to gear his own personal popularity to the accomplishments of his Administration and the fate of his party. Most practical politicians concede that it is very difficult for even the most beloved of Presidents to make his popularity rub off on other candidates. But many Republicans do feel a bit bewildered and perhaps even hurt by the President's failure to sell the country his record as well as his personality.

Said one Midwestern Republican leader, facing a tough fight in an industrial area, "If people only knew it, we Republicans have made ourselves a hell of a record in the last two years. But we've hidden our light under a bushel. That's Ike's weakness. He's well intentioned and sincere and the good Lord knows he's a great President, but he doesn't appreciate the rough-and-tumble of politics. We Republicans have been put on the defensive when we shouldn't be on the defensive." Said a Republican from the East Coast, "Eisenhower has done a great job; he's brought dignity to the presidency; he's brought understanding. But somehow we don't seem to have got all this down to the voters. You keep meeting people who say reluctantly, 'Well, sure, Ike's a good man. But oh, that Republican party—'"

What does all this add up to? The inescapable conclusion seems to be just this: the by now well-advertised Democratic "trend" of 1954 is not a trend at all. It is simply a return to the normal political alignments of our time. During the '30s and '40s the political balance of power shifted, with the result that we are now living in a normally Democratic nation. Exceptional events or an exceptional candidate, like Mr. Eisenhower in 1952, can swing the scales Republican. Lacking such a counterbalance, the scales swing back to Democratic.

Perhaps Mr. Eisenhower, even though not a candidate this year, could have done more for his party. Perhaps he still will, and thus upset all the calculations. (It is possible nowadays, as will be explained a little later, to win elections in the final days of the campaign.) But as of now the Republicans seem to be right back in the same trouble that has been costing them elections for years: to wit,

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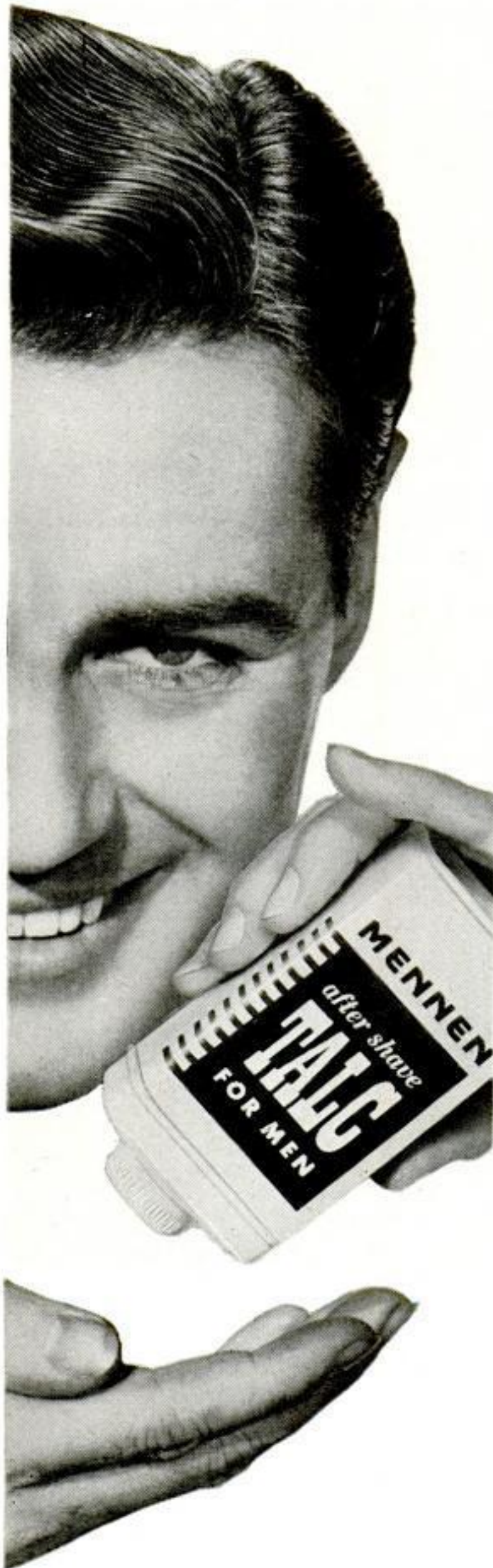
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Everybody, even Democrats, boards Eisenhower's coattails

REPUBLICANS CONTINUED

the fact that there are simply not enough of them. And perhaps in an off-year election no President can or should try to take all the weight of his party upon his already overburdened shoulders.

In the vacuum created by this year's lack of concern with national issues, local matters have moved to the center of interest in many places. The South, whose 1952 rebellion seems in retrospect to have been as much a rejection of Truman as an endorsement of Eisenhower, is no longer voting its anger at Mr. Truman and is returning to its normal Democratic ways. The Republicans have no hopes of holding on to the gains they made in the '52 landslide. In fact they fear losing one of their ablest senators, John Sherman Cooper of Kentucky, who has the misfortune to be opposed by Alben Barkley, not only a Southern Democrat but a legend and an institution as well.

Northwestern Republicans are worried about the strong regional sentiment for public power. Here, where power is a big issue, President Eisenhower's desire to let private industry do as much of the job as possible is admittedly not popular. At the moment there are numerous Republicans in Oregon who fear that Senator Guy Cordon is in danger, especially since his opponent, Democrat Richard Neuberger, is a young, aggressive and exceptionally popular campaigner.

In Ohio the dominating political personality, since the death of Robert Taft, is Governor Frank Lausche, a Democrat who is running for re-election and expected to win with the greatest of ease. But Lausche is not even trying to make his own popularity rub off on the rest of his ticket, and the Republicans expect to elect George Bender to the Senate seat once held by the revered Taft.

Michigan's political pattern has been upset by a more recent death in a way greatly favorable to the Republicans. In this close state Republican Senator Homer Ferguson faced a hard campaign against Blair Moody, a personable ex-newspaperman who became extremely popular while serving in the Senate by appointment. But Moody's death in July left the Democrats without a candidate who could begin to match Ferguson's own popularity and experience.

In Massachusetts the Republicans are greatly helped by the record of Christian Herter, who is running for re-election as governor after two years of doing the job so well that not even the most rabid Democrat could invent any complaints. In addition the Republicans have Senator Leverett Saltonstall, also up for re-election, who looks, talks, campaigns and has a name like the kind of Yankee aristocrat the state has always seemed to admire. The Democrats are opposing Saltonstall with Foster Furculo, the first candidate with an Italo-American name ever put up for the Senate in Massachusetts. Furculo, an energetic and charming man blessed with an Irish mother as well as an Italian father, has a lot of things working for him but will be hard put to overcome the Saltonstall magic.

New York, although it is not electing a senator this year, also has an important popularity contest going. Its longtime governor, Tom Dewey, who was always as eminently successful in this role as he was unsuccessful in seeking the presidency, is finally retiring. In his place the Republicans are running Senator Irving Ives, a man who is just as popular inside the state although less well known outside. The Democrats, sensing a chance to elect their first governor of the nation's biggest state since 1942, have put up what they feel is a glamorous ticket: Averell Harriman, the millionaire New Dealer, for governor, plus young Franklin D. Roosevelt Jr., the magic name, for attorney general. But the best forecast comes

CONTINUED ON PAGE 146

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The machine politicians have been driven to hiding

REPUBLICANS CONTINUED

from the fact that Governor Dewey, out of party loyalty, did not carry out his intense desire to retire until he had taken some private polls indicating that Ives could carry the state just about as well as he could do it himself.

One place where the Republicans have been badly crippled by local issues is New Jersey. First the Kefauver Committee aired the fact that the bosses in Bergen County, a Republican stronghold across the George Washington Bridge from New York City, were hardly the respectable suburbanites they seemed but on the contrary were countenancing some of the biggest gambling rackets in the nation. Next it developed that a former Republican governor, the late Harold Hoffman, had stolen no less than \$300,000 of state funds. To counteract this bad news the Republicans nominated a thoroughly honest and conscientious candidate named Clifford Case for the Senate. But Case has come out strongly against McCarthy and a little troglodyte group of McCarthy supporters in the New Jersey G.O.P. is therefore boycotting him. Case would undoubtedly be a distinguished senator but it is a question whether he can counteract the anti-Republican tide running in the state.

And so it goes from district to district and state to state, with local matters and personalities always playing a big part.

Goodby to the machines

OVER and above the matter of which party is winning, one thing bound to impress any reporter who tours the nation asking questions about the 1954 campaign is the fact that U.S. politics is changing fast. The oldtime bosses who controlled so many cities and even states before World War II have practically disappeared from the face of the earth. "Big-city organizations?" said one Ohio politician. "There's just no such thing anymore." "In the whole state of Massachusetts," said a Boston political expert, "there's nothing that even looks like a political machine." "The things that pass for political machines nowadays just go through the motions," said a Midwesterner, "They don't accomplish a thing."

One reason is that the most efficient of the big-city machines preyed on vice, poverty and ignorance. Now the horse-betting rooms and red-light districts which furnished their funds have vanished. And in the more prosperous and better educated postwar America a boss can no longer win a voter's eternal loyalty by sending him a ton of coal or finding his son a job on a city garbage truck. Even the more high-minded machines, such as the one which once functioned in behalf of Harold Stassen in Minnesota, have rough going. They rely largely on doorbell ringing and high-pressure salesmanship, but it is doubtful whether any amount of doorbell ringing, even if never countered by the opposition, has much effect. As a knowledgeable young Ohio politician put it, "In the old days a man worked until 6 o'clock, went home, ate his supper and was ready for bed. He didn't have any time to do his own thinking and was easy meat for the first politician to pay any attention to him. Now he gets home at 4, reads the newspapers, listens to everything on the radio or TV and takes a long look at

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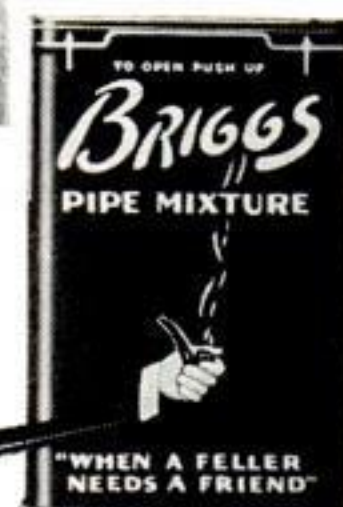
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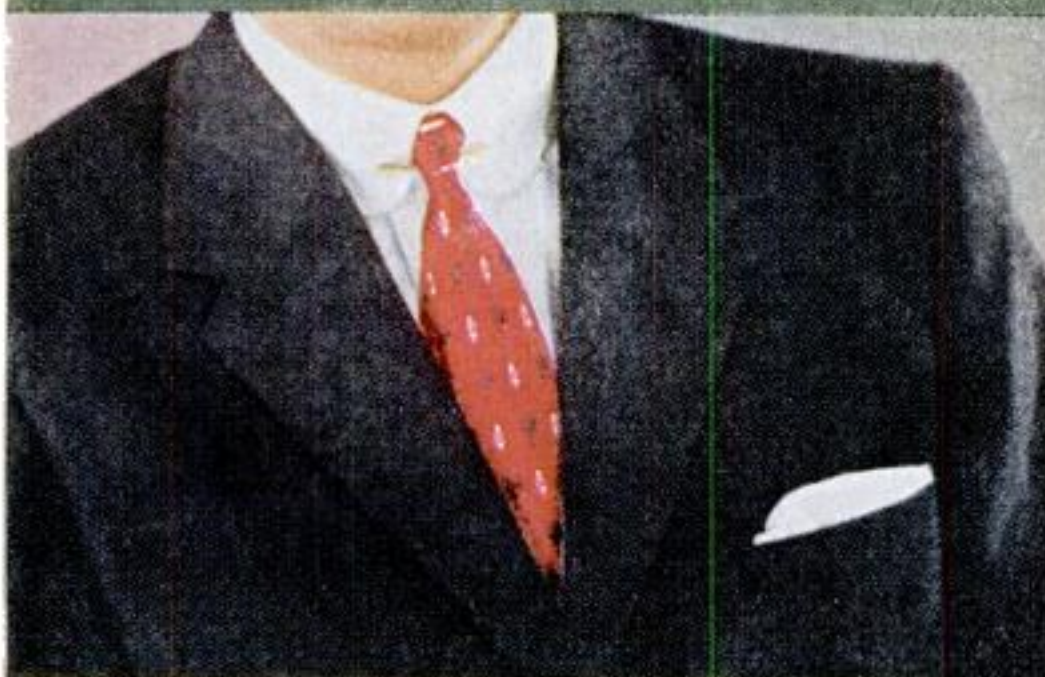
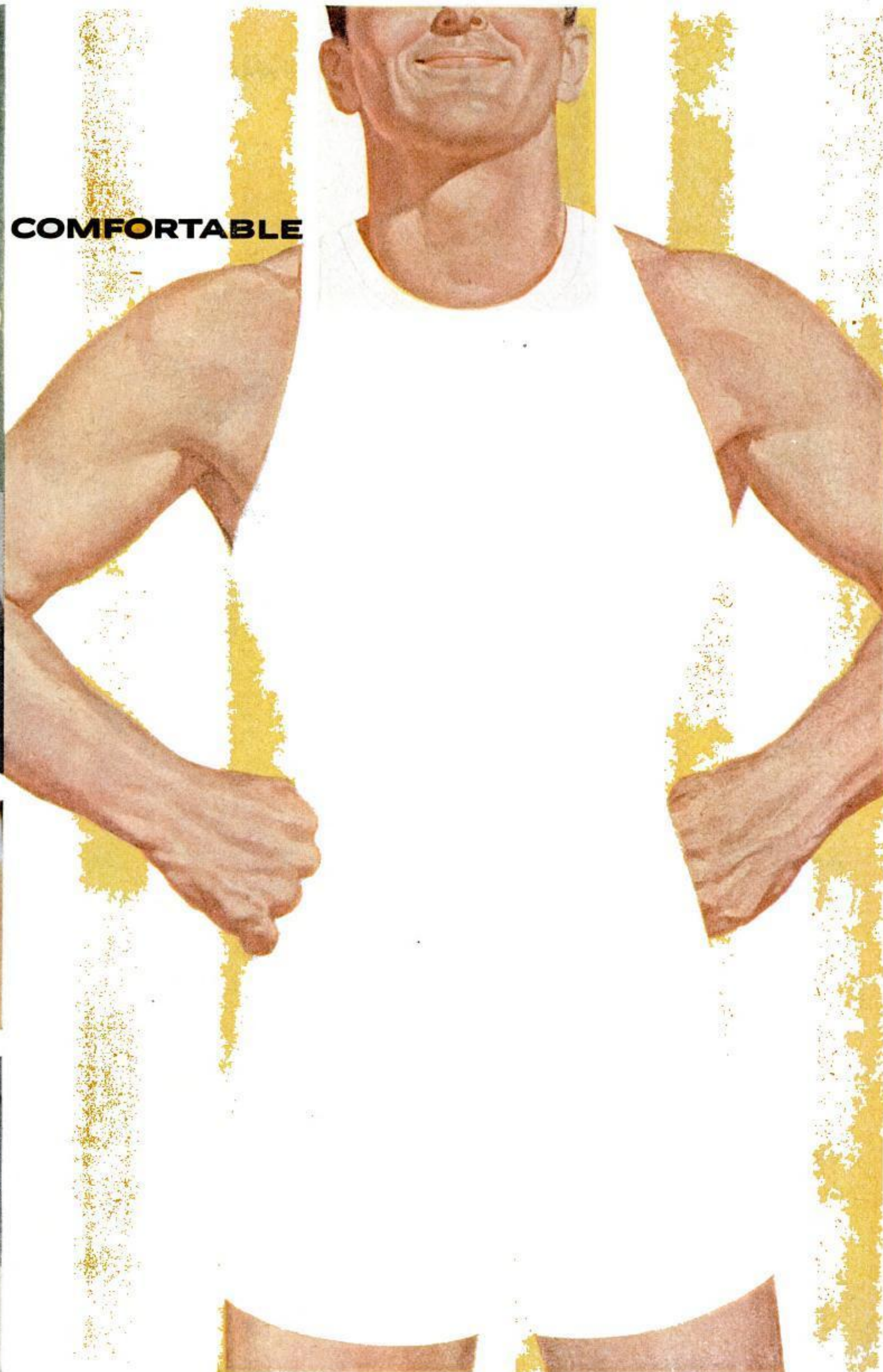
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“Who’s been eating my Corn Flakes?” Even with wide-awake little goldilocks like this around to keep an eye on the supply, more families ran out of Kellogg’s Corn Flakes this morning than any other cereal. It happens every day, because Kellogg’s Corn Flakes just naturally taste best to more people. Always have. Still do. Is it any wonder so many folks pick up a spare package of Kellogg’s Corn Flakes every time they buy any cereal of any kind?

FRESH FROM

Kellogg's

OF BATTLE CREEK



The ticket splitters are driving the experts crazy

REPUBLICANS CONTINUED

all the campaign literature mailed to his house by both sides. He's way ahead of the politicians."

The observer might even wonder, watching the 1954 campaign shape up, just how many old-fashioned dyed-in-the-wool Democrats and Republicans are left in the U.S. The straight-ticket voters seem to be dying off, ticket splitting is becoming a commonplace. "Voters have less party loyalty than ever before," said an Ohio political observer. "They switch back and forth all the time." "People vote for a personality much more than for a party," said a Wisconsin politician. A Republican leader in Milwaukee pointed out, "Up in the north shore suburbs we figure the population is 80% Republican. Well, in 1952 we went all out to get that 80% all down the line; we hammered hard on the principle of voting the straight ticket. We got just as much ticket splitting for the minor offices as ever."

Probably the truth of the matter is not so much that the old straight-ticket voters have disappeared but that in most places a growing group of ticket splitters and independents has taken over the balance of power. In Massachusetts, for example, G.O.P. statisticians figure that any Democratic candidate starts out with 45% of the state's vote, any Republican candidate with 42%, these being firm, unchangeable votes. Since neither side has a majority, the election is then decided by the remaining 13% of more or less open-minded and changeable voters. Here, incidentally, is a perfect example of the Republicans' problem. To win in Massachusetts they have to capture 62 out of every 100 of the voters who are open to persuasion, holding the Democrats to 38.

In former days the real down-to-earth experts, men like the late Boss Ed Flynn of the Bronx, always operated on the theory that campaigns were decided long before election day and that last-minute speeches were just a formality to keep the party workers happy. A scholar who studied the situation, Sociologist Paul Lazarsfeld, arrived at the same conclusion. But this too has changed. Perhaps because so many voters keep open minds, perhaps because a speech on TV can create such a sharp last-minute impact, elections seem to be decided in the final weeks or even days of the campaign. Such barometers as the Gallup Poll can be accurately read only by those blessed with an intuition of how the "undecideds" will go at the very end. (The Gallup Poll went wrong in the 1948 presidential election because of the false assumption that the "undecideds" were more or less split between Truman and Dewey; it turned out that they moved overwhelmingly toward Truman. In 1952 the poll hesitated to predict the Eisenhower landslide because of fear that the "undecideds" might again go mostly Democrat, whereas actually they proved to be pro-Eisenhower.)

The Democrats invade the suburbs

THE voters scorn the machines; they split their tickets; they make up their own minds, often at the very last moment. And on top of all this, to the further confusion of anyone who hopes to understand current-day politics, the entire nation is still in the ferment of growth and movement that began in World War II. There has been an enormous shift of population from the normally Democratic cities to the normally Republican suburbs. (Will this make the ex-city dwellers more Republican or the suburbs more Democratic?) Industry has grown and spread out until a state

CONTINUED ON NEXT PAGE



"Guess what, Mother... they made me cheer leader"

Have you a boy or girl away at school?

There's nothing like a Long Distance call to keep you in touch.

It's quick and satisfying and the cost is low—much lower, we find, than most people think.

LONG DISTANCE RATES ARE LOW

Here are some examples:

New York to Philadelphia....	40¢
Cincinnati to St. Louis.....	75¢
Cleveland to Philadelphia....	80¢
Baltimore to Atlanta.....	\$1.05
Los Angeles to Boston.....	\$2.00

These are the Station-to-Station rates for the first three minutes, after 6 o'clock every night and all day Sunday. They do not include the federal excise tax. Low rates for similar distances all over America.

Call by Number. It's Twice as Fast.



BELL TELEPHONE SYSTEM

NOW at any of these fine stores...

ALABAMA	Birmingham	LOVEMAN, JOSEPH & LOEB
		PARISIAN
ARIZONA	Hogates	LA CINDERELLA
	Phoenix	GIVEN BROS.
ARKANSAS	Little Rock	GUS BLASS CO.
		PFEIFER'S OF ARKANSAS
CALIFORNIA	Burbank	WINDSOR SPORT SHOPS
	Eureka	THE ALICE FAY
	Hanford	THE VOGUE
	Lakewood	THE MAY CO.
	Long Beach	BUFFUMS
	Los Angeles	THE BROADWAY
		THE MAY CO.
		J. W. ROBINSON CO.
		JANET SHORE
	Modesto	THE BROWN HOUSE
	Oakland	H. C. CAPWELL CO.
		KAHN'S
	Oxnard	DOLLY BRIGHAM
	Pasadena	THE BROADWAY
	Pomona	NIATT'S
	Richmond	MARLENE'S APPAREL
	Riverside	HOSCH
	Sacramento	LEWIS
	San Bernardino	STEPT'S
	San Diego	JORDAN MARSH
		WALKER'S DEPT. STORE
	San Francisco	EMPORIUM
		HALE'S
	Baltimore	O'NEIL'S
		STEWART & CO.
	Hagerstown	EYERLY'S DEPT. STORE
	Salisbury	BENJAMINS
		HESS APPAREL
MASSACHUSETTS	Boston	CHANDLER'S
		FILENE'S
		JORDAN MARSH
	Fall River	WILBUR'S
	Springfield	FORBES & WALLACE
MICHIGAN	Battle Creek	L. W. ROBINSON'S
	Bay City	SAMS BROS. & CO.
	Dearborn	JULIET (all stores)
	Detroit	CROWLEY MILNER & CO.
		ERNST KERN COMPANY
		B. JEGEL
		ZULEBACH'S (all stores)
	Flint	SMITH BRIDGMAN
		THE VOGUE
	Grand Rapids	HERPOLSHIMER'S
		WINKLEMAN'S
		WURZBURG'S
	Jackson	GLASGOW'S, INC.
	Kalamazoo	MICHAEL J. LEO
	Lansing	F. N. ARBAUGH CO.
	Pontiac	BOBETTE CORSET SHOP
	Ypsilanti	DIXIE SHOPS
MINNESOTA	Minneapolis	DAYTON'S
		L. S. DONALDSON
	Elmira	THE GORTON COY.
	Glens Falls	THE FASHION SHOP
	Jamestown	ABRAHAMSON-BIGELOW
	Olean	JAYNE'S
	Rochester	DAVID'S
		MC CURDY'S
		SINLEY, LINDSAY & CURR
	Syracuse	DEY BROTHERS
		FLAN & CO.
	Troy	DENBY'S
	Utica	BOSTON STORE
	White Plains	MACY'S
NORTH CAROLINA	Greensboro	MEYER'S
OHIO	Akron	M. O'NEIL CO.
	Canton	A. POLSKY CO.
	Cincinnati	STARK'S
		MARLEY & CAREW
	Cleveland	SHILLITO'S
		BAILEY CO.
		HALLE BROS.
		THE HIGGEE COMPANY
		THE MAY COMPANY
		STERLING LINDNER DAVIS
		WM. TAYLOR & SONS CO.
	Columbus	F. & R. LAZARUS
		MOREHOUSE-FASHION CO.
		THE UNION
	Dayton	ELDER & JOHNSTON CO.
		JOHNSTON SHELTON CO.
		THE HOME STORE
		RIKE'S

PETER PAN



Egyptian Queen

San Francisco	MACY'S
	THE WHITE HOUSE
San Pedro	LEWIS
Santa Monica	THE JERRY BRILL'S
Stockton	THE BROWN HOUSE
Van Nuys	RYDER'S
Westwood	BULLOCK'S
COLORADO	
Denver	DENVER DRY GOODS CO.
	THE MAY CO.
Pueblo	CREWS-BEGGS D. G. CO.
DELAWARE	
Wilmington	LEBOYS
	THE STYLE SHOP
FLORIDA	
Lakeland	MILLERS DEPT. STORE
Miami	HARTLEY'S
Miami Beach	RICHARD'S DEPT. STORE
Tampa	SANDRA POST
	O'FALKS DEPT. STORE
GEORGIA	
Atlanta	DAVISON-PAXON CO.
	RICH'S
ILLINOIS	
Chicago	CARSON PIRIE SCOTT & CO.
	CERTIFIED SHOPS
	FRAN'S
	GORDONS OF ROSELAND
	KLAUS DEPT. STORE
	MANDEL BROS.
	TAILORED GIRL
	WIEBOLDT'S
Kankakee	LECOUR'S
La Grange	KAY HOWARD SHOPS
La Salle	BLAKELY'S DEPT. STORE
Moline	THE COLLEGE SHOP
Pekin	HECHT'S BONNY SHOP
Rock Island	THE COLLEGE SHOP
	L. ROTHSCHILD
INDIANA	
Elkhart	STEPHENSON'S
Evansville	THE EVANSVILLE STORE
Fort Wayne	HUNTERS PARIS
Indianapolis	L. S. AYERS & CO.
	WM. H. BLOCK
	H. P. WASSON & CO.
Lafayette	THE FASHION
IOWA	
Cedar Rapids	CRAEMER'S
Davenport	SYLVIA'S
Des Moines	YOUNKER'S
KANSAS	
Hutchinson	WILEY'S, INC.
Topeka	TALMAGE'S
Wichita	GEO. INNES CO.
	MURRAY'S, INC.
KENTUCKY	
Ashland	PARSON'S
Mayfield	CLEMMIE JORDAN SHOPPE
LOUISIANA	
New Orleans	D. H. HOLMES CO., LTD.
MARYLAND	
Baltimore	HOCHSCHILD, KOHN & CO.
	THE MAY CO.
St. Paul	EMPORIUM
	THE GOLDEN RULE
	SCHUNEMAN'S
MISSISSIPPI	
Columbia	POOLE'S
MISSOURI	
Kansas City	GEORGE B. PECK, INC.
St. Louis	FAMOUS & BARR CO.
	GARLAND'S
	LIBSON SHOPS
	SCRUGGS-VANDEVOORT-BARNEY
	STIX, BAER & FULLER
NEBRASKA	
Lincoln	GOLD'S OF NEBRASKA
	HOVLAND-SWANSON
Omaha	J. L. BRANDEIS
NEVADA	
Las Vegas	BAIN'S
NEW JERSEY	
Asbury Park	STEINBACH COMPANY
Atlantic City	VIENNA CORSET SHOP
East Orange	REINHARDT'S
Newark	L. BAMBERGER & CO.
	HAHNE & CO.
	KRESGE'S
Paterson	MEYER BROS.
Perth Amboy	PARAMOUNT SHOP
Redburn	JEAN YORK
Ridgewood	POLLMAN'S
Vineland	MARRENE SHOP
NEW YORK	
New York	ARNOLD CONSTABLE
	BLACKTON'S
	EMILY SHOPS
	GINNELL'S
	MACY'S, HERALD SQUARE
	STERN'S LINGERIE
Brooklyn	MACY'S PARKCHESTER
	ABRAHAM & STRAUS
	CORSETORIUM
	MACY'S
	RAINBOW SHOPS
	TANEN SHOP
LONG ISLAND	
E. Hampton	KIP SHOP
E. Meadows	MAXINE'S LINGERIE
Flushing	B. GERTZ, INC. (all stores)
Hempstead	ABRAHAM & STRAUS
	CAROL GREEN
Jackson Heights	FIELDS
Jamaica	LADY ROSE SHOPS
	MACY'S
UPPER NEW YORK	
Binghamton	SISSON BROS.-WELDON CO.
Buffalo	J. N. ADAM & CO.
	ADAM, MELDRUM & ANDERSON
	L. L. BERGER, INC.
	DAVID'S
	FLINT & KENT
	HENS & KELLY
	THE SAMPLE, INC.
	SATTLER'S
Dunkirk	JAYNE'S
Painesville	JEANNETTE JULYAN
Portsmouth	BRADGON'S
Steubenville	DENMARK'S
Toledo	LAMSON'S
	LASALLE'S
	THE LION STORE
Youngstown	STROUSS HIRSHBERG
Zanesville	BINTZ BROS.
OKLAHOMA	
Duncan	MILDRED'S
Oklahoma City	JOHN A. BROWN CO.
Tulsa	BROWN DUNKIN CO.
PENNSYLVANIA	
Allentown	HESS BROS.
Coatesville	FITZGERALDS
Harrisburg	POMEROY'S, INC.
Hazleton	JAY'S SPECIALTY SHOP
Johnstown	PENN TRAFFIC CO.
Norristown	FASHION CENTRE
Philadelphia	BRANDS
	DEE SHOPPE
	FRITZIE'S CORSETRY
	GIMBEL'S
	LIT BROS.
	MARY ANNE CORSET SHOP
	JEAN ROSE CORSET SHOPS
	SACH'S
	STRAWBRIDGE & CLOTHIER
Pittsburgh	JOHN WANAMAKER
	GIMBEL'S
	KAUFMAN'S
Pottstown	NEW YORK STORE
Reading	POMEROY'S, INC.
Upper Darby	HELEN CARO
West Chester	HOBERMANS
Wilkes-Barre	FOWLER DICK & WALKER
RHODE ISLAND	
Providence	GLADDINGS
SOUTH CAROLINA	
Columbia	J. B. WHITE
TENNESSEE	
Memphis	GOLDSMITH'S
TEXAS	
Dallas	A. HARRIS
Galveston	ROBT. I. COHEN
Houston	FOLEY'S
Laredo	HACHAR'S DEPT. STORE
San Antonio	THE VOGUE
Waco	R. E. COX
UTAH	
Salt Lake City	AUERBACH'S
VIRGINIA	
Richmond	THALHIMER'S
WEST VIRGINIA	
Charleston	DIAMOND STORE
WISCONSIN	
Madison	CARMEN'S
Milwaukee	GIMBEL BROS.
WASHINGTON, D.C.	
	L. FRANK CO.
	WHELAN'S UNDERFASHIONS
	WOODWARD & LOTHROP
PUERTO RICO	
San Juan	VELASCO ALONSO, INC.

REPUBLICANS CONTINUED

like Wisconsin, which any oldtime political student would surely label immediately as a dairy-farm state, is now actually more dependent upon manufacturing than upon agriculture. The population in and near industrial areas has moved in and out, so much that the so-called political leaders are thoroughly baffled. "If you're a district leader," said one big-city politician in the Midwest, "you're supposed to have your finger right on the pulse, but the fact is that in a place like this you're lucky in all the change and confusion if you really know a half dozen of your neighbors. In a district of 30,000 people, a good third of whom weren't there two years ago, how can you possibly know what's going on?"

In this constantly shifting political environment a good many politicians have decided to rely on their own resources rather than the party's. Governor Lausche of Ohio, for example, has practically nothing to do with any other Democrats in the state. He would certainly not risk any of his own vast personal popularity by asking his followers to vote for the Democratic candidate for the Senate. On the other hand Republican senatorial candidate George Bender is not wasting any time trying to bolster the strength of the man his party is running against Lausche. And so it goes all over the nation. "In campaigns nowadays," observed one shrewd politician, "it's every candidate for himself."

The result is that the science of politics has degenerated into a guessing game. A Cleveland newspaperman with an enviable record of predicting elections likes to warn his friends, "Before you make a bet this year I want you to know this: there never was a time when political writers and politicians themselves knew as little about the way things are going as they do today." The experts may come up with the right answer on how the nation is going as a whole; they have a hard time guessing any single one of the doubtful states or congressional districts.

As politics changes the politicians are changing with it—and mostly for the better. A political career is no longer a soft touch: no longer can a fifth-rate lawyer latch onto a machine, serve it faithfully and unquestioningly and after 30 years wind up automatically in the governor's mansion or in Congress. Today politics requires skill, intelligence, hard work, personality and television "presence."

The politicians other politicians hate

TRUE there are a lot of old hacks still playing the game and running for office, but their colleagues have come to resent them. Every time politicians start really letting their hair down—politicians of either party and in practically every state—they moan and groan about the quality of their tickets. "You take old So-and-So up there in the Such-and-Such District. What a lousy congressman he's been, just won't do his homework at all. If we had a better candidate we could hold the district, but this way we're sunk." "We could win the race for governor this year if we had the right man—but who in his right mind would vote for this jerk we've got on the ticket? Ever hear him make a speech? Or mumble his way through a television interview?" Obviously the objects of this kind of backroom frankness are on their way out. In their place is rising a new generation of politicians who look, dress and talk like junior executives and are almost irresistible in the small *Kaffeeklatsch* type of informal meeting that is rapidly replacing the old-fashioned rally as the chief arena of the politician.

The one danger in all this is that a good many of the young politicians of the new school seem completely unaware that U.S. politics has traditionally been a matter of issues as well as personalities. We have had some great debates in our history—between Alexander Hamilton speaking for the manufacturing society and Thomas Jefferson for the agrarian life, between Abraham Lincoln and the slave owners, between Teddy Roosevelt and the trusts. Each of these debates shook the country to its core and irrevocably changed the future, for better or for worse. In the present chaotic world, one must assume, there are equally great decisions to be made, perhaps happily, perhaps fatally. But debates and decisions seem to be the last things that the new generation of politicians wants to talk about.

The tendency today is to turn on the personality, shun the issues and avoid making enemies. Among young politicians, as FORTUNE magazine has found it to be true among young executives, conformity is the order of the day. There are few "characters" to argue, kick up their heels, challenge the conventions and risk fabulous rewards or quick oblivion. An issue like Indochina, for example, is likely to get an over-rapid decision. "That's simple," said a young, handsome and remarkably well-spoken Midwest Democrat. "If the Administration had sent in troops there would

CONTINUED ON PAGE 152

PETER PAN

FOR THE FIRST TIME IN 5,000 YEARS —

a girdle that slims
so much...
so comfortably!

PETER PAN

Egyptian Queen*



From the beauty secrets of ancient Egypt's queens — the most exciting girdle in modern times! Designed by Jean Dessès, famed French couturier, to give you the new Egyptian look — slim, supple, fragile as a reed!

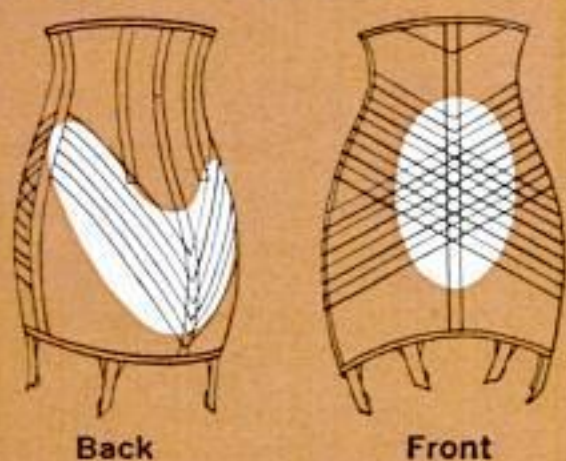
Now at last, you can X-out those bulges without cramping your comfort! Fabulous Egyptian Queen is the first all elastic girdle that brings you comfort as you like it *plus control* where you need it! Only Egyptian Queen assures you of all this:

- An inch or more off your waist and hips — miraculously, without the bulk or binding of ordinary corsetry! Give yourself the tape-measure test — and see the difference!
- Exclusive elastic "muscles", front and back, to keep you in trim! (See diagram.)
- X-tra support at those important places where these elastic bands cross.
- ALL elastic for all-embracing comfort, always!
- The most natural control next to your skin! Now, you can have your comfort and your waistline, too!

14" high waist (illus.), 15.00 • 16" high waist, 16.50 • waistline girdle, 10.95 • featherweight waistline girdle, 8.95 • panty girdle, 10.95.

PETER PAN FOUNDATIONS, INC., NEW YORK 16

Elastic as a second skin —
Keeps derriere and tummy in!



Back

Front

another great exclusive by the
creators of Hidden Treasure†, Inner Circle†,
Merry-Go-Round† and ALLeIastic† bras.

*Trade Mark †Reg. U. S. Pat. Off.

PETER PAN

For larger cuts,
burns, abrasions...



use the dressing
your doctor uses...



because it's sterile
at the moment of use



Johnson & Johnson

No connection whatever with American
National Red Cross

REPUBLICANS CONTINUED

surely have been a terrific reaction among the voters. We Democrats would have won everything in sight this fall." Of course the Administration might have been right in sending in troops—but when politics becomes a popularity contest the matter of right or wrong hardly matters.

There are some notable exceptions. A serious young Wisconsin Republican, the type who gravitates more toward party chairmanships than toward running for office, told a LIFE correspondent: "I'd like to see the President let this whole campaign stand or fall on his food-farm program. I'd like to have him get up and make a speech to the nation telling exactly what he and Agriculture Secretary Benson have done about farm prices, and why. They've done a great thing there and anybody who thinks about it will have to admit it. Even the farmers who have been hurt temporarily, like our dairy farmers here in Wisconsin, surely must know that the old nonsense of the Truman farm policy couldn't go on forever. The day of reckoning had to come and any farmer who understands the facts is bound to be grateful to the President for making it all so gentle. And even if you lose some ground because there are some soreheads out on the farm, which I doubt, you'll pick up two votes from city consumers for every one vote you lose out in the country."

But this kind of bravery is rare. Indeed the whole issue that the political theorists and editorial writers see as crucial between the Republicans and Democrats—the matter of how much our economy shall operate under the old rules of profit and loss, competition and free enterprise and how much it shall be controlled by the state—may be in danger of going by default. In Massachusetts a LIFE correspondent talked about the issues to a perhaps typical young Republican of the new school, a man of obvious intelligence, personality, vigor and goodwill. Yes, said this young Republican, unemployment was a big issue; the Republicans had to make clear that they were giving Massachusetts as many defense contracts as possible. So was war an issue; the Republicans had to advertise that they stopped the Korean war and prevented a new one in Indochina. At the same time the Republicans would be wise to point out that they had extended social security and had raised the tariff on watches, to the great advantage of Massachusetts watch plants.

Up to this point, it will readily be seen, the discussion had revolved mostly around what the Republicans have managed to do lately for special interest groups. So the correspondent was moved to ask what was happening in Massachusetts along the big theoretical battlefield, that old question of maximum economic freedom vs. government control. The young Republican answered blankly, "Beg pardon? I don't get you." And doubtless there are many more politicians and several million voters, the way U.S. politics is shaping up, who will never catch on that we are in the process today of making a crucial decision on the problem of government controls. The way things look now, with President Eisenhower still overwhelmingly popular but his party apparently in the minority, perhaps only he of all men now alive can ever bring this issue back to the central place it deserves among domestic issues. If the 1954 campaign goes the way it seemed likely to last week, everything will depend on how Mr. Eisenhower manages to function, express himself and rally his followers as a Republican President with a Democratic Congress.



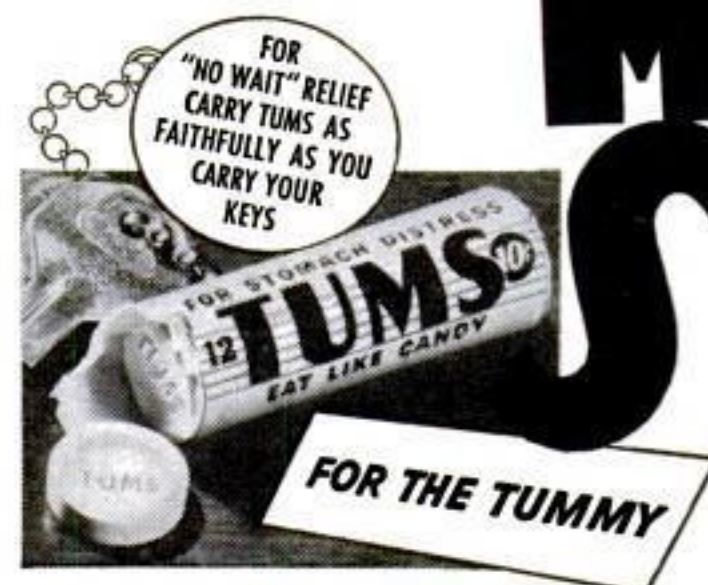
You can't get elected unless you look good on television

HELPFUL HINTS WHEN YOU TRAVEL

Strange foods, changed
drinking water, hurry
and worry, often bring

ACID INDIGESTION

But with Tums handy,
quick relief is yours.
No spoon — no water.
Eat Tums like candy.
Almost instantly
acid indigestion,
heartburn depart.

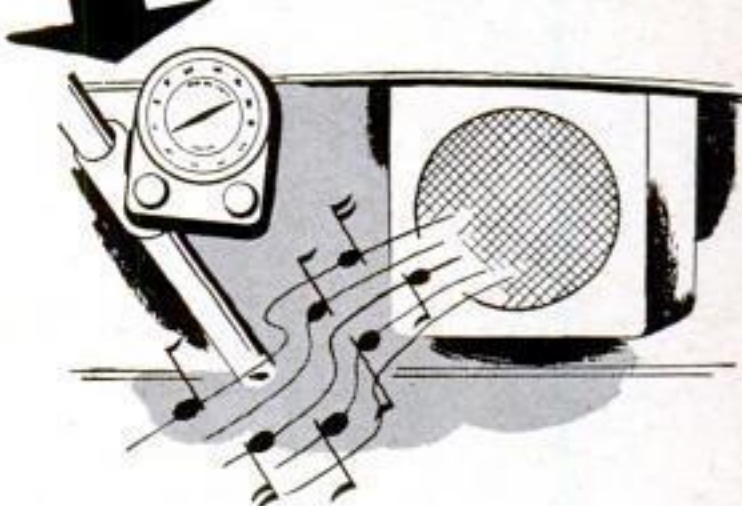


STILL ONLY 10¢ A ROLL

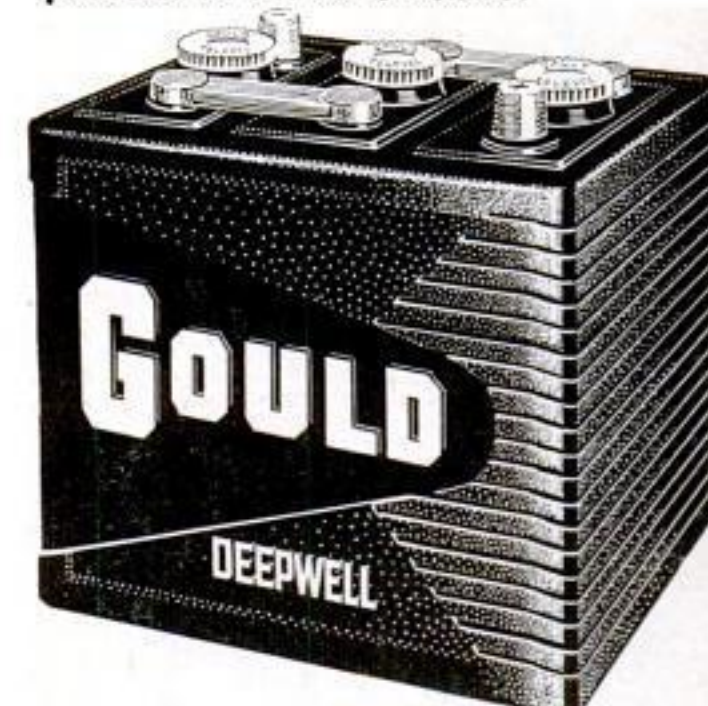
AND YOU COULDN'T BUY SAFER,
QUICKER RELIEF FOR A TEN DOLLAR BILL

DO YOU KNOW?

WHEN THE FIRST
RADIO APPEARED IN
AN AUTOMOBILE?
WAS IT 1925—1929—1931?

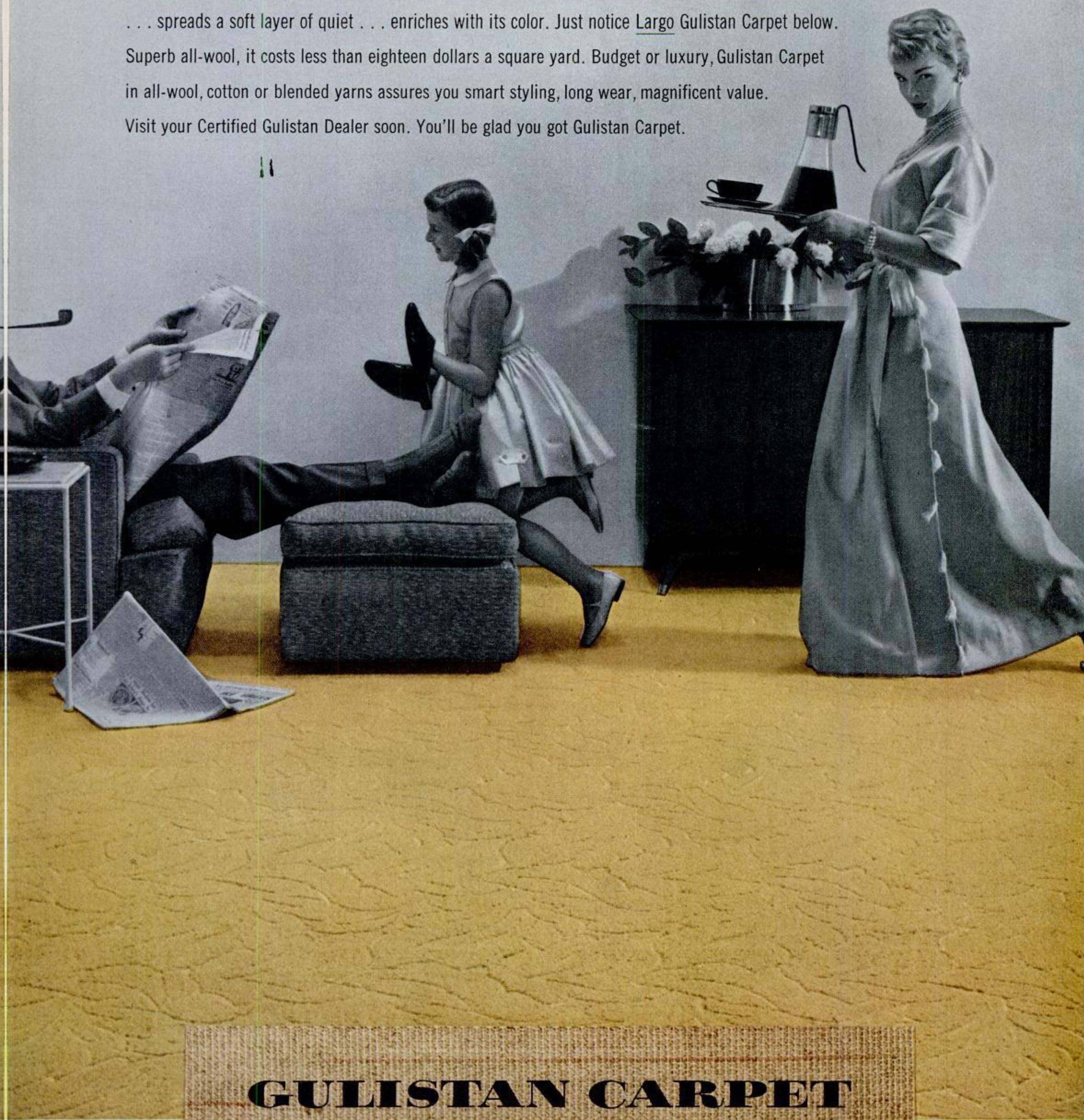


The first Gould automotive battery
was built in 1898. Thirty-one years
later, in 1929, the first radio ap-
peared in an automobile.



GOULD-NATIONAL Batteries, Inc.
SAINT PAUL 1, MINNESOTA

...It's so nice to have a house around a man. You're a handmaiden serving contentment to your necessary evil. And you love it! No wonder you prize your Gulistan Carpet. It's the one furnishing that adds the most coziness. Fashioned with a half-century of skill, Gulistan Carpet gives warmth . . . spreads a soft layer of quiet . . . enriches with its color. Just notice Largo Gulistan Carpet below. Superb all-wool, it costs less than eighteen dollars a square yard. Budget or luxury, Gulistan Carpet in all-wool, cotton or blended yarns assures you smart styling, long wear, magnificent value. Visit your Certified Gulistan Dealer soon. You'll be glad you got Gulistan Carpet.



GULISTAN CARPET

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Cracker Jack

*The TRICK that makes the
perfect TREAT—anytime!*

For TRICKS or TREATS this Hallowe'en, Treat with Cracker Jack. It's a double thrill treat that makes Hallowe'en twice as much fun. Every child gets a thrill in finding the surprise novelty that comes in every package. The second thrill is the wonderful flavor of Cracker Jack. This famous crispy, crunchy, candy-coated popcorn with peanuts is childhood's favorite taste.

Be prepared for "Tricks or Treats" this Hallowe'en with plenty of Cracker Jack—you can buy it by the case.



REMEMBER?

THE MORE YOU EAT - THE MORE YOU WANT



DRESSED FOR LEAVE LIKE THE MEN OF "ETERNITY," IN SPORTS SHIRTS, SOLDIERS OF THE 25TH GET A LECTURE ON OFF-POST BEHAVIOR FROM TOP SERGEANT

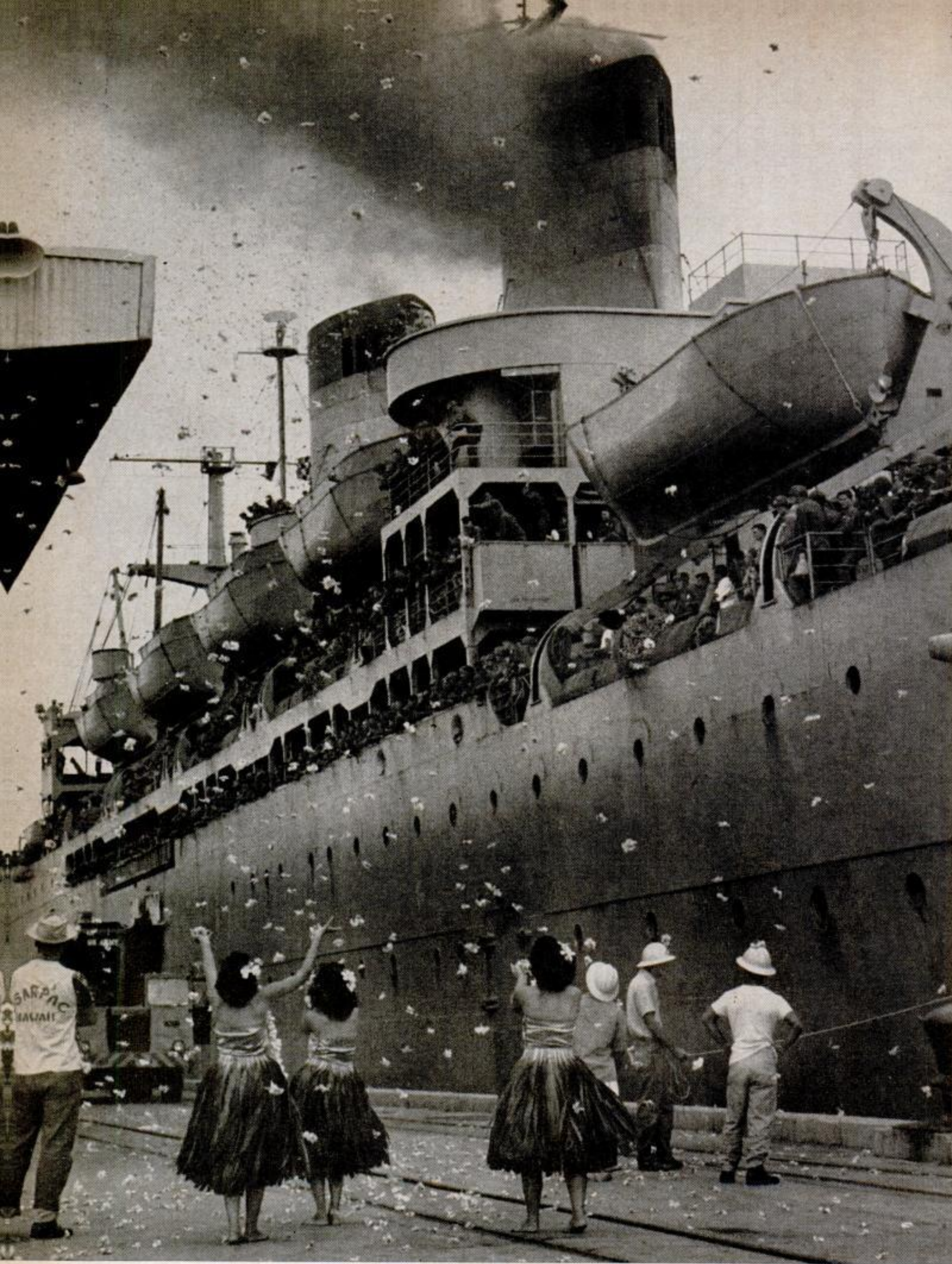
The 25th Returns to Eternity

FAMOUS ARMY OUTFIT APPEARS AGAIN ON SCENE OF A FAMOUS NOVEL

From Here to Eternity, James Jones's famous novel of regular Army life, was set at Schofield Barracks outside Honolulu in the last peacetime months of 1941 when the components of the 25th Division were quartered there. The novel came to an end with Pearl Harbor, and the war soon ended the 25th's stay at Schofield. Shipped down to Guadalcanal to relieve the Marines, the division fought across the Pacific to the Philippines, then went up to Japan and finally to Korea.

Schofield was never to be the same again. But last month memories of the old days were awakened when the famed 25th Division returned, after 12 years' absence, to be stationed at Schofield Barracks as part of the Hawaiian Islands' defense. The

Honolulu crowds greeted the first shipful with marching bands, showers of Vanda orchids and troupes of hula dancers. There were very few members of the old outfit still in the 25th. Most were youngsters under 20 who had joined the division in Korea after the armistice. Even in another peacetime Schofield can never be what it was in *Eternity* but there was still much in what the men saw and did to recall the novel. They still rushed madly to get out of khaki uniforms and into sports shirts. They still found beaches and bars to be explored and penny arcades to be haunted in the hope of meeting girls. And back at camp there was still the moving sound of taps—as Private Prewitt had blown it—across the barracks (p. 160) in the soft Hawaiian night.



ORCHIDS fall from a helicopter, partly hidden by the smoke, on the 25th troops and on the welcoming hula girls greeting transport *General Gordon*.



NEW SHIRT is fingered by a friend of Cpl. Jack Swartz. The shirt cost \$4 and is first civilian clothing Corporal Swartz has worn in last 14 months.



ON BEACH, which figured in *Eternity*, soldiers try to make new friends. This is Waikiki near Honolulu proper.



**"Here's the new greaseless way
to keep your hair neat all day,"**

says Arthur Godfrey

"If you've noticed that my hair is looking better lately, give the credit to Vitalis," Mr. G. tells you. "This stuff really works. It makes my mop behave even after a shower . . . and it is not greasy."

No messy animal, vegetable or mineral oil in new Vitalis. It keeps your hair neat with V-7, the greaseless grooming discovery.

Greaseless Vitalis Hair Tonic doesn't "pile up" on your hair. So you can use it as often as you like—even every day—yet never have an over-slick, plastered-down

look. And it gives you wonderful protection from dry, brittle hair and parched scalp.

Try new Vitalis with V-7 yourself. And don't miss the new "Arthur Godfrey Digest," CBS Radio Network, Fridays, 8:30 PM, EST.

**New VITALIS®
Hair Tonic with V-7**
PRODUCT OF BRISTOL-MYERS



IN RECREATION CENTER, where the beer-drinking evenings like those of *Eternity* are held, Sgt. William Knudsen settles down at a busy table.

Callouses

Pain, Burning, Tenderness

**SUPER-FAST
RELIEF!**

**Puts You Right
Back On Your Feet!**

You'll enjoy *super-fast* relief from your painful callouses, tenderness or burning on the bottom of your feet when you use *Super-Soft* Dr. Scholl's Zino-pads. They're wonderfully soothing, cushioning, protective and remove callouses one of the fastest ways known to medical science. Try them!



Dr. Scholl's Zino-pads

Mothersill's

The fast-acting
aid in preventing
and relieving
Travel Sickness.
**MOthersill's
TRAVEL
REMEDY**
for ADULTS and CHILDREN

**Mounties
PHOTO
CORNERS**
LONGER
LIFE FOR
FAVORITE
PHOTOS

10c & 25c SIZES AT CHAIN, DRUG, VARIETY STORES

**Toilet
noise?**

End all annoyance of drip, gurgle, whistle and waste . . . take just 2 minutes to install modern-design tank ball. Hardware and plumbing stores everywhere. Guaranteed 10 years.

tear out this ad



**POSITIVE
ACTION
CAN'T
MISS**

FLUSH-O-MATIC

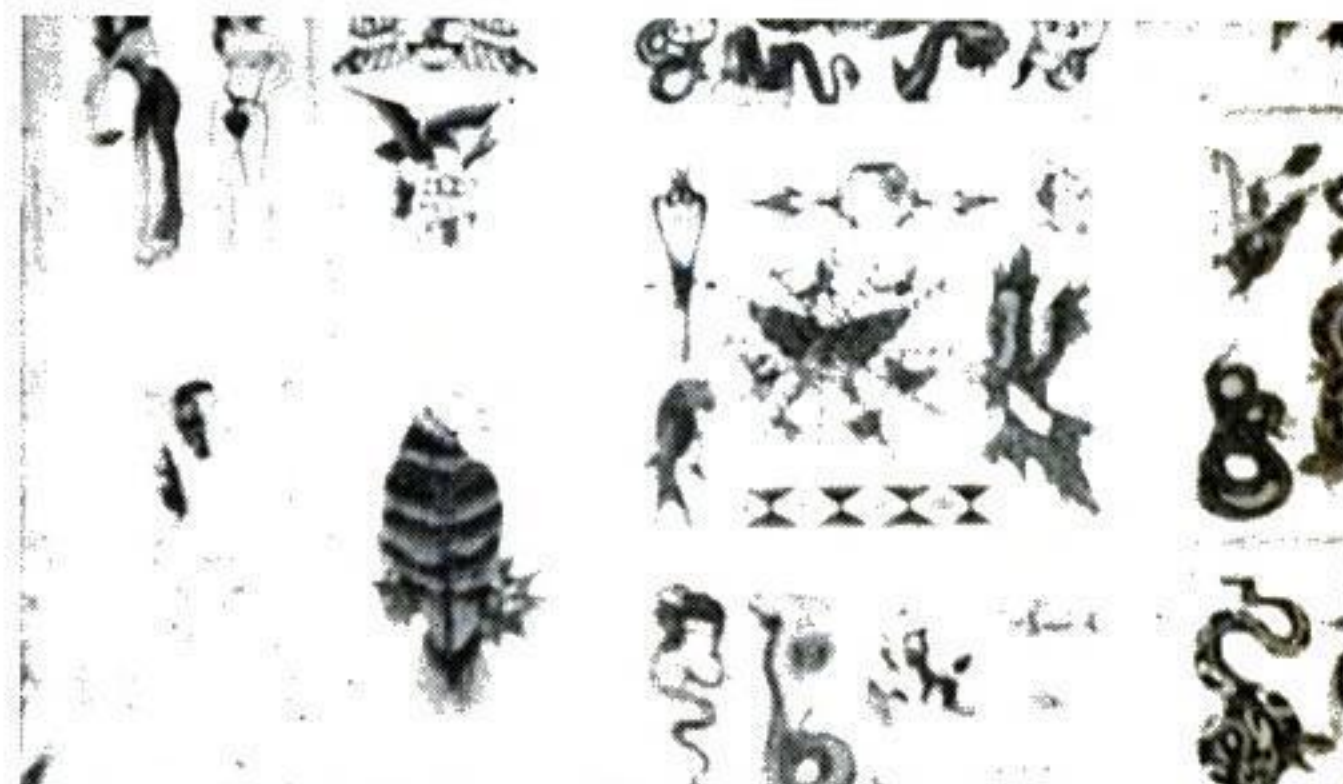
MADE BY KIRK HILL

COUGHERS!

**DOCTORS
AGREE
MENTHOL
BRINGS
RELIEF**



Luden's Menthol Medication goes where your cold goes—to help clear your nose, to help soothe your throat. You get **FAST** relief.



IN HOTEL STREET TATTOO SHOP, a GI submits to the artist. Design popular with 25th men: panther, heart with "mother," rose with girl's name

CONTINUED ON PAGE 16



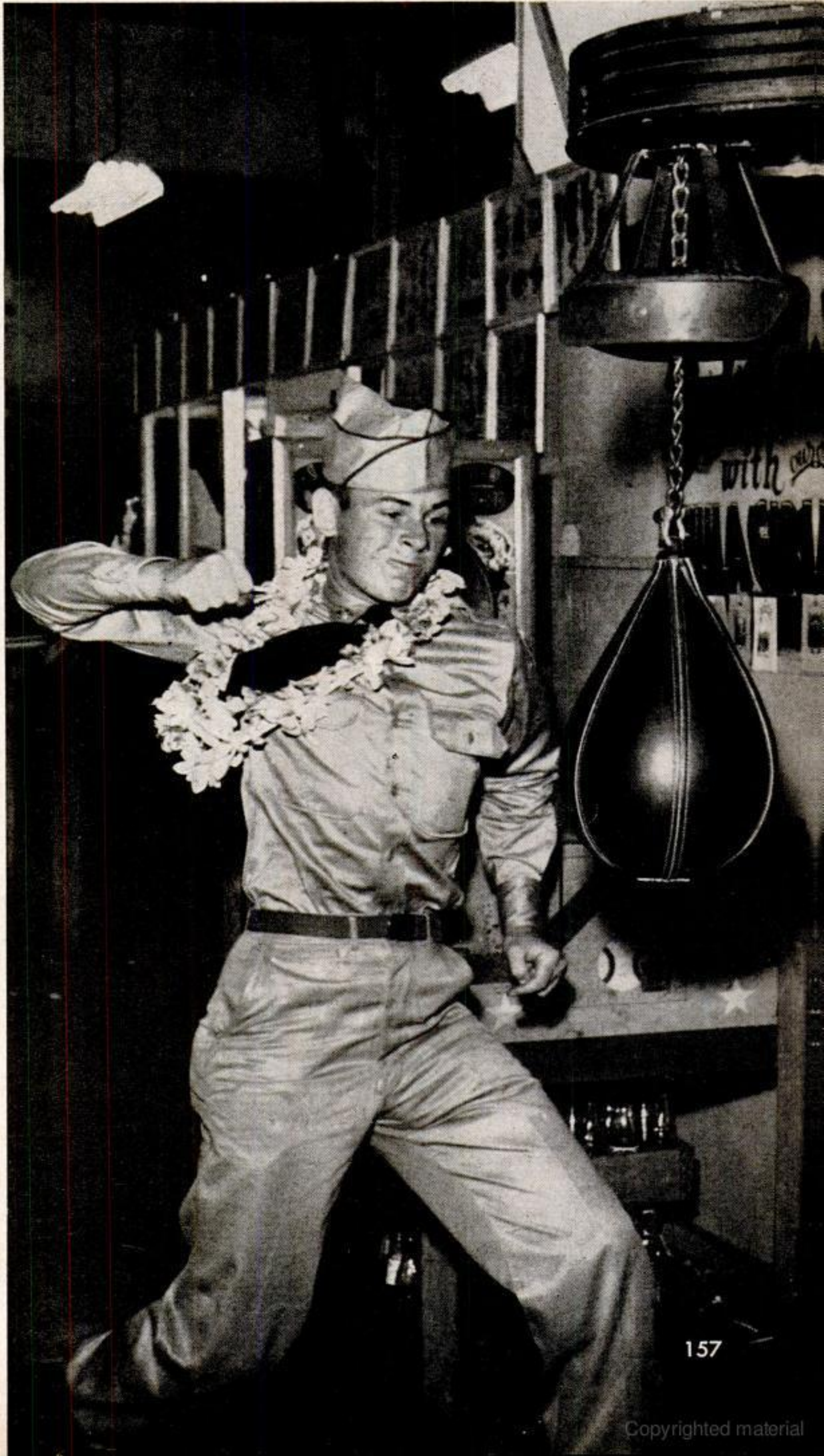
EYES LEFT is given to row of hula girls who performed continuously as the soldiers carrying field equipment came streaming down the pier stairway.

ANTICIPATION of his welcome shines in a soldier's face as pretty girl, putting a lei around his neck, comes closer to give him a homecoming kiss.



IN PENNY ARCADE, Pvt. John Dalton tries his right, hoping his prowess will attract attention. It did (p. 160).

CONTINUED ON NEXT PAGE





Norelco's whirlaway action outshaves them all

Bearded ladies in sideshows excepted, women just can't understand why so many men are raving about wonderful rotary Whirlaway Action—electric shaving's first basic improvement in 20 years, and found only on Norelco. Here's how it works:



Your whiskers rarely grow in orderly rows like this.



They mostly grow every which way—in whorls, clumps, patches, curves.

That's where ordinary, straight-headed shavers run into trouble. They often have to keep going over and over the same spot. This, like a scraping blade, can be hard on your skin.

It's a different story with Norelco. First, the patented skin-stretcher (no other shaver has one) flattens your skin, upending each whisker. Then the slots in Norelco's station-



ary skin-guard discs catch these whiskers *no matter which way they grow*—generally the first time over.



Finally, Norelco's rotary-action blades deftly whisk your whiskers away, shaving 'em off skin-close, at 4000 r.p.m.—quietly, without vibration, without heating up.

In other words, Norelco alone is designed to deal with your beard's *natural growth pattern*. The superiority of Norelco's method has been proved by two decades of research in one of the world's greatest laboratories.

Norelco is also the easiest of all shavers to live with. It's designed to fit the hand. It's self-sharpening. Its fine brush motor is lubri-

cated for life. No fumbling with parts while cleaning. Head lifts off easily in one piece... a puff of breath... snap on again.

One last thing. Weekend stubble is no problem with Norelco, because Norelco cuts longer hairs, which other shavers can't handle. (When your wife starts borrowing your Norelco for her beauty care, get her the Lady Norelco, AC/DC, \$22.95.)

Norelco means shaving at its modern best—pleasantly, dependably, through years of service. (It's the ideal gift, too!)

15 day FREE home trial. Norelco will give you the smoothest, most comfortable shave you've ever had, wet or dry. Ask your dealer about the no-obligation home trial.

**First Choice in 70 Countries—
Largest-Selling Electric Shaver in the World!**

COMPARE NORELCO WITH THE OTHER 3 LEADING ELECTRIC SHAVERS

	A	B	C	NORELCO
Close-shaving rotary action	No	No	No	YES
Real brush motor	No	No	YES	YES
Permanent lubrication	No	No	No	YES
Skin stretcher	No	No	No	YES
Quiet operation	No	No	No	YES
Heats up in hand	YES	YES	YES	NO
Effective with long hairs	No	No	No	YES
Self-sharpening	No	YES	No	YES

Norelco

Rotary Electric Shavers



\$24⁹⁵

AC/DC
with travel case

Known as PHILISHAVE in Canada and throughout the rest of the free world

NORTH AMERICAN PHILIPS COMPANY, INC., 100 E. 42nd St., New York 17, N. Y. Other products: High Fidelity Radio-Phonographs, Research and Control Instruments, Electron Microscopes, Medical X-ray Equipment, Electronic Tubes and Devices.

deep lanolizing action

works like
this...

to make shoes

shine brighter, last longer



When you Lanolize your shoes with Esquire Boot Polish, you get a Looking-Glass shine, a shine so bright you can actually see your face in it. For Esquire's exclusive DEEP LANOLIZING ACTION builds in a reserve shine. It sends Esquire's fine ingredients ... Carnauba wax, rare oils and Lanolin ... deep into the leather itself, softening, preserving and shining like it's never shined before. For the fastest way to the brightest shine, a shine that keeps on shining day after day after day, Lanolize your shoes with Esquire Boot Polish. In 9 gleaming colors.



contains lanolin

ESQUIRE

BOOT POLISH

On Television "Masquerade Party" American Broadcasting Co., Wednesday 9-9:30 P.M. E.S.T.

Return to Eternity CONTINUED

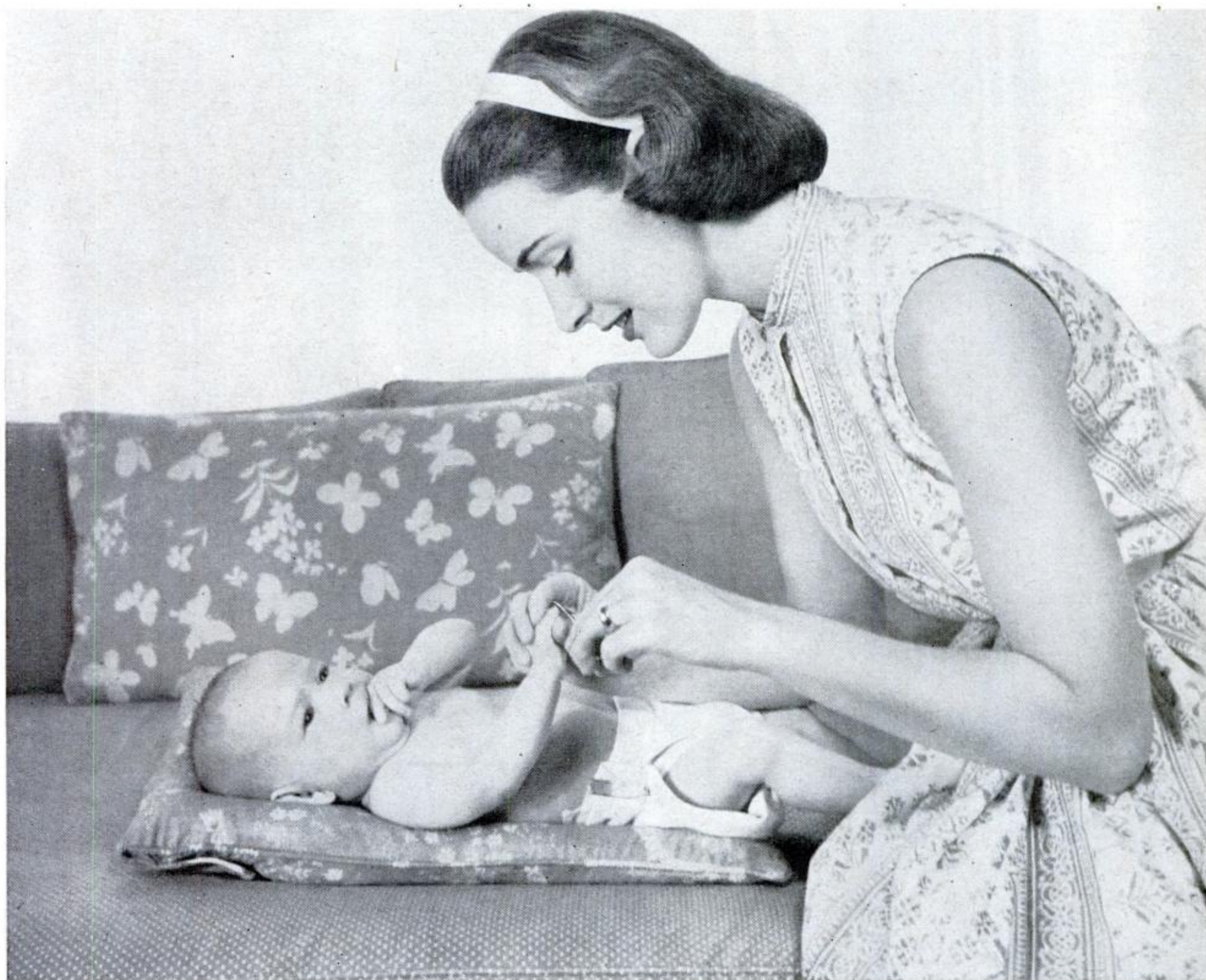


FRIENDLY GIRL at penny arcade admires lei worn by Private Dalton, the bag puncher (p. 157). He later missed bus, paid \$6 taxi fare back to camp.



BLOWING TAPS on the first night of the 25th's return, Bugler Joe N. Jackson brings back an echo of prewar *Eternity* days at Schofield Barracks.

Your gentle touch tells him how much you love him, makes him feel warm and secure. He depends on your wise care to keep him comfortable and contented.



Love him wisely, protect him from every hurt

His baby skin really is thinner than yours



You are his whole world

You clip his tiny nails often—because soft as they are, they might scratch and hurt his sensitive baby skin. You can add to his skin comfort too, with your choice of a bathroom tissue that is “tender-skin” soft. The new ScotTissue is unfailingly gentle to his thinner skin. He will appreciate its comforting softness and you will like the way it cleanses, neatly and thoroughly without tearing or shredding.

Get several rolls today. The big 1000-sheet roll goes further, lasts longer. It's your best choice for baby, and the whole family. Another great Scott value.

“ScotTissue,” Reg. U. S. Pat. Off.

1000 SHEETS—OVER ½ MORE THAN THE 650 SHEETS YOU GET FROM MOST OTHER TISSUES



“Comfy” for baby, economical for the whole family

Softer than ever...

2 ROLLS OF SCOTTISSUE EQUAL MORE THAN 3 ROLLS OF MOST OTHER TISSUES



MISCELLANY

BEACH-BOUND TERROR

Waterspouts, which are actually tornadoes occurring over water, are a familiar sight to people living on the west coast of Florida but they generally peter out over the Gulf of Mexico without ever hitting the shore. Recently, however, a monster waterspout formed just off Pass-a-Grille and headed straight for

shore. Although it towered menacingly upward for 2,300 feet, its awesome beauty in the late afternoon sun moved H. G. Richcreek to linger on the beach long enough to take this impressionistic picture. Seconds later the spout hit the town, wrecked a hotel and then collapsed like a dying fountain.

**I AIMED HIGH
WHEN I RODE AGAINST**

Balkan Lancers



1 "Threading a needle blindfolded should be easy for the Yugoslav peasants who compete at Sinj once a year in their sport of Alka," writes Wendy Hilty, an American friend of Canadian Club. "The horsemen gallop down a 300-yard course in 13 seconds and snatch an 8-inch ring hung from an overhead wire. I caught the ring, but I did it at a slow trot."



2 "An Alka champion had shown me how to hold the 10-foot lance. The ring, he explained, was divided into sections, the smallest counting highest. I noticed his costume was shabby. 'Naturally,' he smiled, 'it's 240 years old!'"

5 "Alka celebrates the defeat of invading Turks by the Dalmatians. People everywhere celebrate with Canadian Club. I find it's famous wherever I travel."

Why this whisky's worldwide popularity? Canadian Club is *light* as scotch, *rich* as rye, *satisfying* as bourbon.



3 "After congratulating the winner, who won no prize but only honor for his bull's-eye, I learned the full story of the costumes. They're uniforms that were worn in battle against the Turks back in 1715. Kept in the local museum at Sinj, they're taken out every summer for the Alka competition."

Yet it has a distinctive flavor and a character that is all its own. You can stay with Canadian Club all evening long . . . in cocktails before dinner and tall ones afterward. There is *one and only one* Canadian Club, and *no other* whisky tastes quite like it in all the world.



4 "I was brought up to date later on when I met Vice Buljan, president of the district. 'We're modernizing Yugoslavia,' he said, and proved it by serving me Canadian Club!"

IN 87 LANDS . . . THE BEST IN THE HOUSE

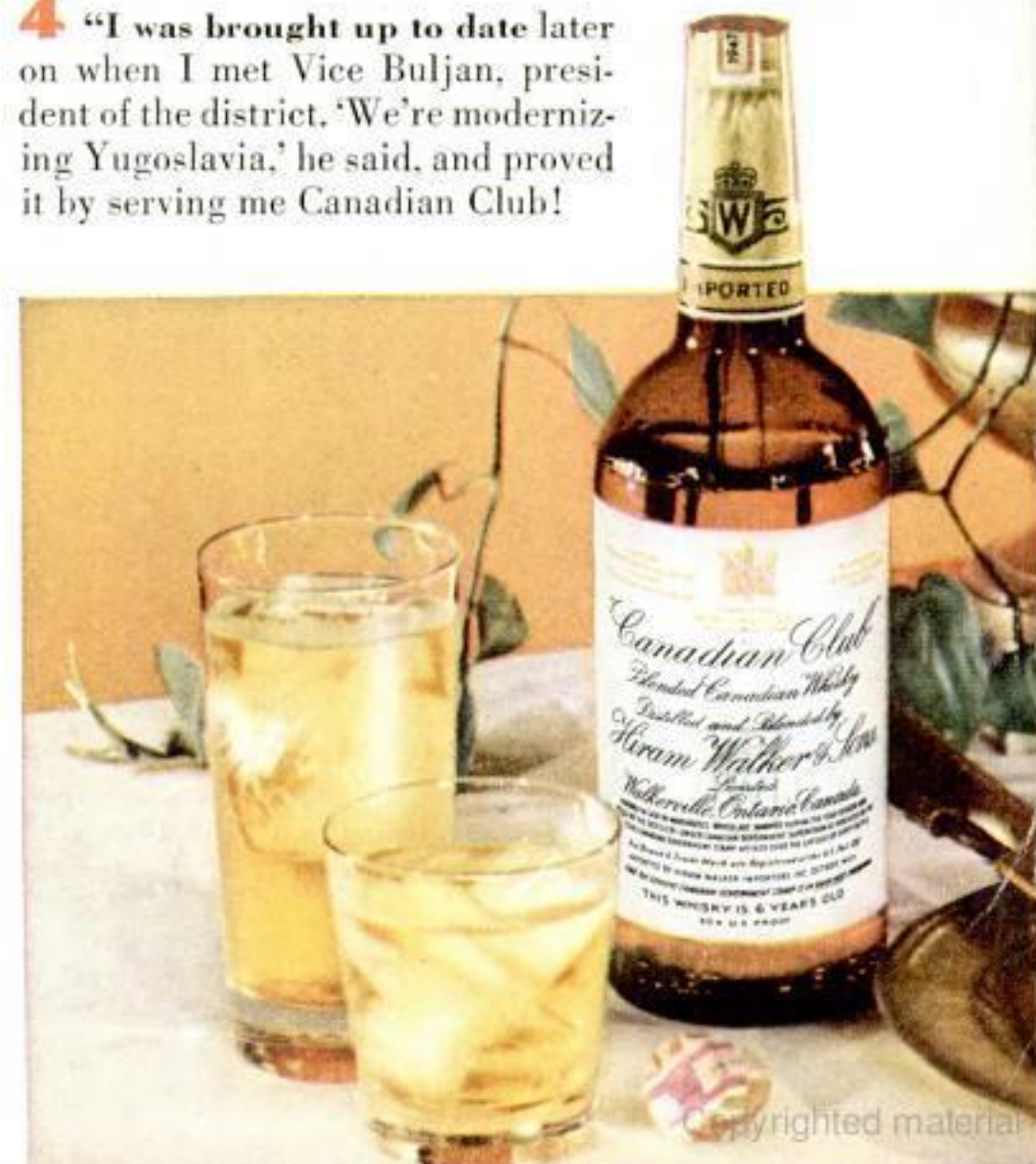
"Canadian Club"

IMPORTED WHISKY • MADE BY HIRAM WALKER

6 YEARS OLD

90.4 PROOF

IMPORTED IN BOTTLE FROM CANADA BY HIRAM WALKER IMPORTERS INC., DETROIT, MICH. BLENDED CANADIAN WHISKY.



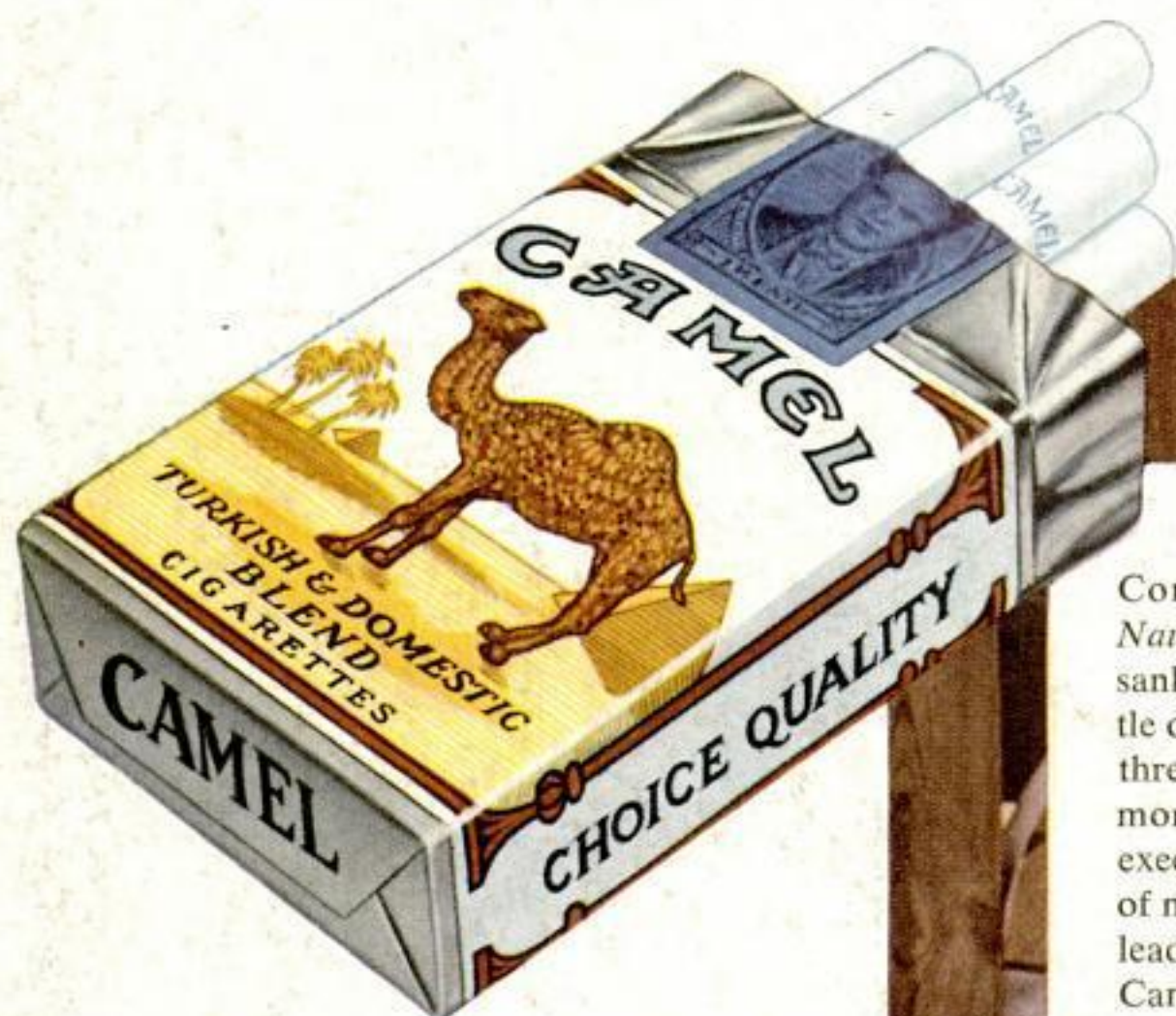
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FOR MORE PURE PLEASURE!

No other cigarette is so Mild yet so rich-tasting as **CAMEL!**

Wm. H. Brockman, REAR ADMIRAL, U. S. N. (Ret.):

"In 24 years I've tried 'em all. Nothing beats Camels for flavor...and the more years you smoke 'em, the more you appreciate their mildness!"



WM. H. BROCKMAN,
Commander of the first Nautilus, submarine which sank Japanese carrier at Battle of Midway, was awarded three Navy crosses. A Baltimore chemical company executive today, he is one of many American business leaders who are long-time Camel smokers.

Unanimously, long-time Camel smokers confirm this fact: no other cigarette is so agreeably mild, yet so rich in flavor!

The secret is in Camel's blend of costly tobaccos, never matched by any other brand.

Clearly, if you want *more pure pleasure* in your cigarette... more enjoyable flavor combined with genuine mildness, you owe it to yourself to *try* Camels. See how wonderfully they agree with you!



Make your own 30-day Camel Mildness Test

Smoke only Camels for 30 days. See for yourself why Camels' cool mildness and richer flavor agree with more people than any other cigarette!

*for Mildness
for Flavor
...More pure pleasure*



R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

CAMELS AGREE WITH MORE PEOPLE THAN ANY OTHER CIGARETTE!